

**PAGES
MISSING**

FEATURING—FIRE INSURANCE PROBLEMS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

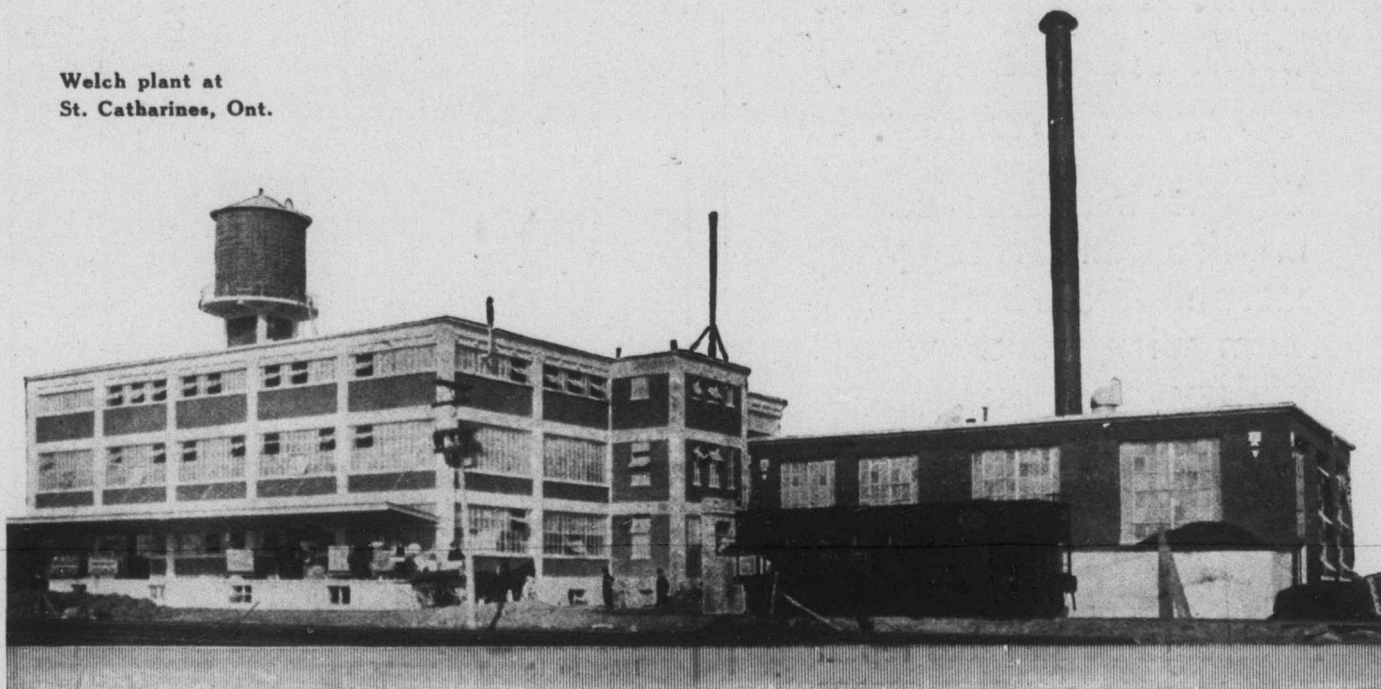
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXIX

PUBLICATION OFFICE: TORONTO, FEBRUARY 12, 1915

No. 7

Welch plant at
St. Catharines, Ont.



Welch's is an illustration of Canadian Excellence

With a splendidly equipped plant in the heart of the fine fruit belt between Lakes Ontario and Erie we are in a position to supply the constantly growing demand for

Welch's

"The National Drink"

Welch's is absolutely pure—the unfermented juice of the choicest selected Concord. By the exact, sanitary Welch process the grapes are pressed when fresh from the vines, and their juice is at once pasteurized and hermetically sealed in glass.

Write for display material

Welch's is distributed through the leading jobbers

The Welch Company, Limited, - - St. Catharines, Ontario

Pure Gold Jellies

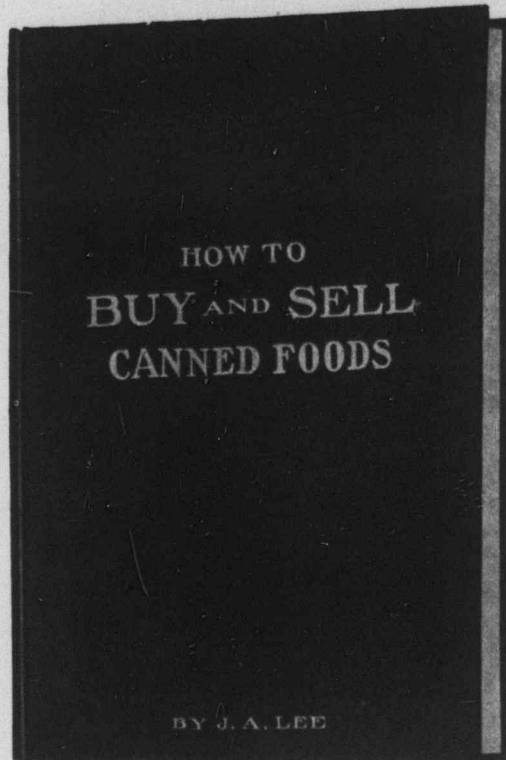
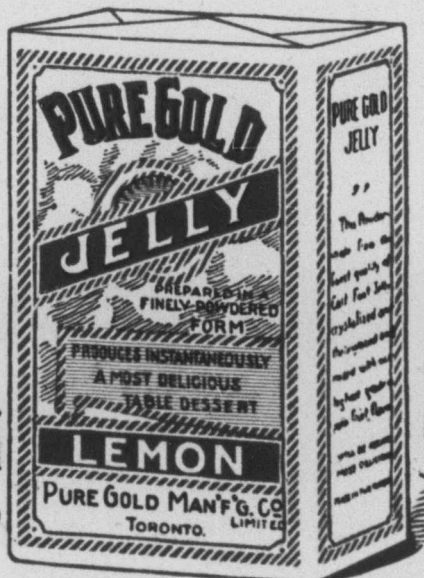
are not the one-sale kind. The first sale is the ice-breaker of repeat business.

Repeat business comes only from satisfying your patrons—from supplying them with goods whose quality and purity are unquestioned.

Pure Gold Jellies are the very essence of purity, and being made from materials of the highest quality, break the ice of repeat business and hold repeat sales with a grip that means healthy, profitable business.

No hands touch Pure Gold Jelly Powders.

Pure
Gold
Mfg. Co.
Limited
TORONTO



A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

- Origin and History of Canned Foods.
- How to Regulate Stocks and Purchases.
- Apparent and Real Costs.
- How to Handle Swells, Leaks and Rusties.
- How to Prevent Business Leaks and Stealages.
- Buying and Selling Futures in Canned Foods.
- Use and Expense of Samples.
- Arrangement of Samples in Salesroom.
- Employment and Training of Salesmen.
- Selling Points Applied to Canned Foods.
- A Model Business Organization.
- Advantages and Disadvantages of Private Labels.
- Advantages and Disadvantages of Packers' Labels.
- Window and Counter Displays; Illustrated.
- Hard Work and Hard Play.
- Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.
- How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pine-apple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Straw-berries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated. Price \$2.15 per copy, postage paid.

The MacLean Publishing Co., Limited

Book Department

143-153 University Ave.

TORONTO

The Preference for Cadou's

reflects the excellence and quality of every ingredient used, and the skill, care and attention bestowed in the making.

Whether you handle the vermicelli, spaghetti, macaroni, or all of the delicious paste products that bear the name "Cadou," you'll find them increasing in favor the better they become known in your locality, and especially in these days when economy is an important factor.

Cadou's is produced from the heart of the finest Taganrok wheat—the best in the world for the purpose. Made in Marseilles, by French experts who have devoted their lives to the perfecting of paste products of quality.

Cadou's will just captivate even your most exacting customers. Cadou's never gathers dust on your shelves—it moves *quickly*.

Write your wholesaler *to-day*.

Arthur P. Tippet & Co.

Agents

-:-

Montreal

Don't wait until you're forced into buying a new refrigerator, but anticipate your needs now and plan on them by looking into the merits of the "ARCTIC"

Summer and hot weather are coming just as sure as fate. Is your refrigerator up to the standard you place on your store service?

The "Arctic" refrigerator is a proven success—of perfect construction — a real money-saver—a money-maker.

Write for catalog of Arctic Refrigerators and the new fish display case.

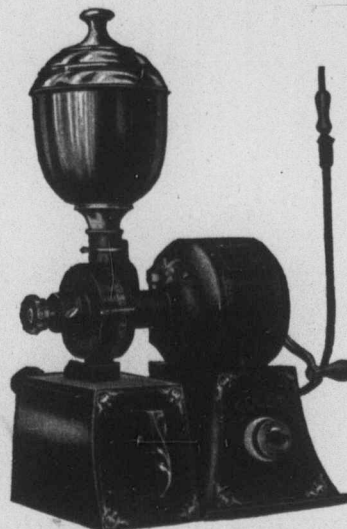


John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases

TORONTO

Don't Buy "An Electric Coffee Mill"
Buy a **COLES GUARANTEED ELECTRIC MILL**



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name COLES is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

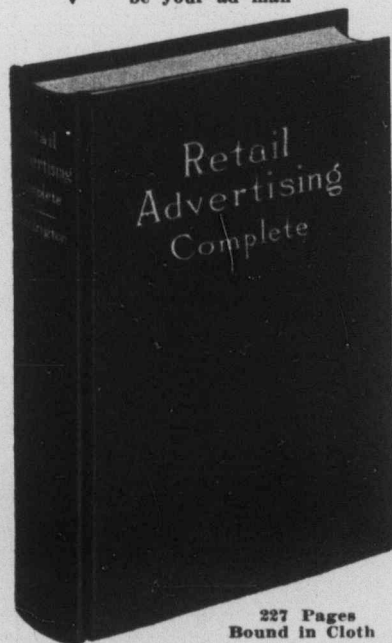
1615 North 23rd St.

PHILA., PA.

Agents: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburn & Co., Calgary, Alta.

'Twill Do Your Advertising

Here's the book that will be your ad man



227 Pages
Bound in Cloth

This new book on advertising will tell you all you want to know about advertising in the store.

Retail Advertising Complete

By FRANK FARRINGTON

With this book on your desk you are never at a loss what kind of advertising to do or how to do it. Every kind of advertising is treated fully.

Chapters on Newspaper Advertising.
Making an Advertisement.
Good Specimen Ready-made Ads.
Mail Advertising.
Window Trimming.
Advertising Novelties.
Outdoor Advertising.
Inside Store Advertising.
Advertising Schemes.
Special Sales.
Mail Orders, etc., etc.

There is no better book of the kind at any price. You can't afford to get along without it.

Forwarded direct, postpaid, on receipt of price. Keep the book a week, and if it is not

worth the price, return it and get your money back.

Price \$1.10 Postpaid

THE MACLEAN PUBLISHING CO., LIMITED
Montreal Toronto Winnipeg Vancouver
Book Department
143-153 University Ave., Toronto

Snow-Mellow



Are you selling this new product that makes the most delicious meringue, icing and filling

Without Eggs and Without Cooking

With just one tablespoon of "Snow-Mellow," one cup of granulated sugar and flavored to suit the taste, the housewife can make a score of dainty desserts with rich, fluffy tender icing and filling.

And handling "Snow-Mellow" leaves you a generous margin of profit.

Get a line on this Winter party trade and push "Snow-Mellow."

The W. T. Ott Co., Inc.

32-34 Front St. West

TORONTO

54 J.



Quality, Purity, Deliciousness

are all wasted if the first sales—profit-producing, repeat-getting sales are not made

Our extensive and attractive consumer advertising throughout the Dominion of Canada places **E. D. S. Jams and Jellies** far above the possibility of the lack of first sales with their accompanying profits and subsequent repeat business. First sales count. This advertising has stirred up the desire which is daily crystallizing into first sales and the solidifying of the E. D. S. quality demand.

Keep your stock of E. D. S. Jams and Jellies right out to the front and take full advantage of the growing desire to try.

Co-operate with us in our efforts to assist you in realizing bigger business in the most profitable product of Canada's most fertile fruit belt—the Niagara valley.



E. D. SMITH & SON
LIMITED

WINONA

ONTARIO

Agents: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N. S.; A. P. Armstrong, Sydney, Nova Scotia.

Get Your Selling

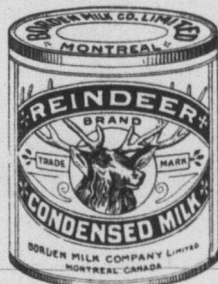
Ability and that of Your Clerks Behind these Trade-Building Lines.

Here's *Purity* that establishes firm custom.

Here's *Convenience* that makes enthusiastic custom.

Here's *Utility* that makes extensive sales a certainty.

Get your selling ability behind these lines today.



Borden Milk Co.
Limited

"Leaders of Quality"

MONTREAL

Branch Office:

No. 2 Arcade Bldg.
VANCOUVER, B.C.

Gives Your Business Prestige

Shirriff's has by sheer merit won its way into the hearts of housewives everywhere.



When a customer asks you for Shirriff's, it means prestige to your store if you can give her what she wants. Substitutes leave a bad impression.

Shirriff's True Vanilla

once sold means a steady customer coming into your store—and there is a good profit in Shirriff's, besides.

Shirriff's is fifty per cent. stronger than the Government standard. The finest Mexican Vanilla beans are used. Shirriff's invariably gives complete satisfaction.

If you are not already helping to supply the demand for Shirriff's, write us.

Imperial Extract Co.

Steiner and Matilda Streets
Toronto

Carr & Co.'s Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.



The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For Prices, etc., Write To-day

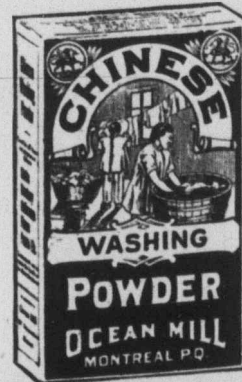
CARR & CO. CARLISLE ENGLAND

AGENTS: Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

GROCERS:

Here's a Trade Winner

that has brought customers back for "more of the same" to those grocers who have stocked it.



Is a trade stimulator of the highest order.

Women who have used it will take no substitute, because it replaces the smelly odor of hot suds with an odor that is pleasing, clean and wholesome, and it does not injure the hands. A big 8-ounce package for 5 cents.

Your jobber should have it—if not, write direct for prices.

OCEAN MILLS

MONTREAL

--

CANADA

Aylmer and "D.C." Brands Extra Special Catsup

A catsup "MADE IN CANADA" with
CANADIAN LABOR from whole ripe
tomatoes Grown in Canada.

GUARANTEED absolutely pure and to
contain NO coloring or preservative.

Why not encourage the consumption of a
Canadian Catsup instead of a foreign catsup?

The quality is as good as the best and the price
is lower.

NOTE THE PRICES

Half-Pints Catsup, Extra Fine ----- \$1.45 per doz.

Two dozen in case

Pints 16-oz. Catsup, Extra Fine --- \$2.25 per doz.

Two dozen in case

Gals. Jugs, Catsup, Extra Fine ---- \$0.75 per jug

Eight to barrel

TERMS—Net 30 days

Freight prepaid in 5-case lots or over to points between Windsor and Montreal and south
of North Bay. To all other points a freight allowance of 25 cents per 100 lbs. will be made.

Prices subject to change or withdrawal without notice.

Safeguard Your Investments!

READ

THE FINANCIAL POST



Gives its readers information essential in determining the quality of investments. Provides an up-to-date history of financial and commercial undertakings as a guide to present and prospective investments.

The Investor's Information Bureau is conducted, free of charge, for the benefit of subscribers.

Write for a free sample copy.

The Financial Post of Canada

"The Canadian Newspaper for Investors."

143-153 University Avenue
TORONTO

Out of One Hundred Men who Essay to Run Retail Stores, Ninety-five Fail

Fewer men succeed at keeping store than at any other occupation. It seems easy to make a living by selling goods at a profit. To the outsider a retail store looks like an El Dorado of Easy Gains. But only five per cent. of the men who attempt to grasp these easy gains achieve a permanent success.

Why?

This is a question that affects not only retailing, but every branch of business. The manufacturer, the wholesaler, the banker, are all directly concerned. Conditions which affect the merchant reflect their influence on all branches of industry and commerce. If a man starts a retail store and fails, the manufacturers and wholesalers who supplied him with goods share in the loss. The banker may also figure in the liability. On the other hand when a merchant, by force of good merchandising and sound business methods, works up a profitable and permanent business, the manufacturer, the wholesaler and the banker all share in his prosperity.

AND SO THE REASONS FOR THE LARGE PERCENTAGE OF FAILURES IN THE RETAILING WORLD ARE OF DEEPEST INTEREST TO MEN IN ALL BRANCHES OF BUSINESS.

Under the title "Service and Super-Service," William Byron tells in the February issue of MacLean's Magazine why the few succeed and the many fail. Briefly, it simmers down to this: The man who goes into business to sell goods cannot win his way to the top—and stay there. In order to succeed it is necessary to sell service—even super-service—to the public; the best possible service compatible with a reasonable profit. Too much service is as bad as too little, for after all a man cannot stay in business unless he is making a profit.

You will be interested in seeing the development of this theme, in reading the article through. It contains a wealth of valuable information.



Buy Maclean's Magazine

MACLEAN PUB. CO.

c. a copy. \$2.00 a year

"We believe every grocer owes it to himself, to his family and to his business, to be fully protected by fire insurance."

SERVICE—To be able to give proper service you must know the needs of those you wish to serve.

When you deal with our office we make your interests ours

A Canadian Company for Canadian People



Your Dollar may return to you if you spend it near home

Agencies in all Cities and Towns in Ontario

Insurance placed with this Company simply means keeping your money at home, rather than sending it to cities and towns in Europe and United States

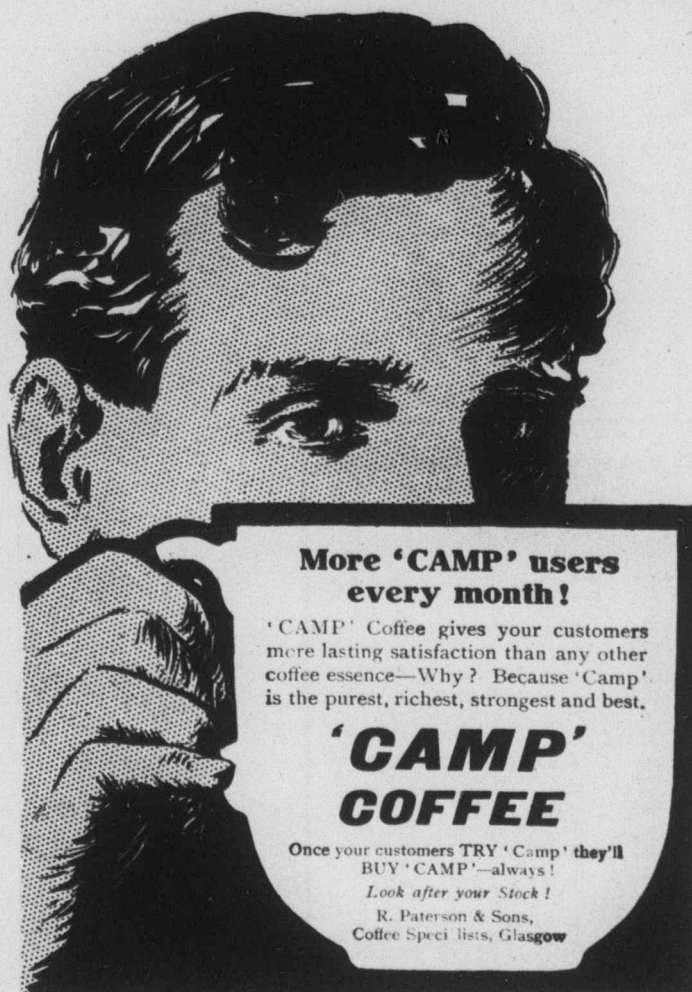
The figures of 1914 are so far not available, but for 1913 over \$20,000,000 was paid for Fire Insurance to companies having their Head Offices outside of Canada, and over \$7,000,000 of this amount was paid to foreign companies. One can readily see what a benefit this would now be to our country, if this Insurance had been placed with Canadian Companies, and we might add that by placing your Insurance with The Hamilton Fire, you are patronizing a purely Canadian Company, one that invests its Capital and Surplus in Local Municipal Bonds and Debentures, thus promoting the advancement of our towns and cities.

Hamilton Fire Insurance Co.

CASH MUTUAL AND STOCK

Head Office . . . Hamilton, Ontario

RUSSELL T. KELLEY, General Manager



More 'CAMP' users every month!

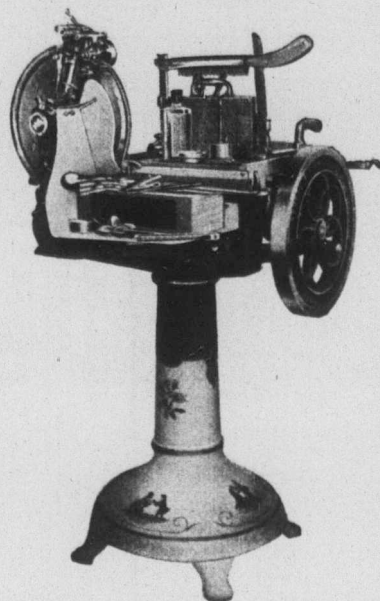
'CAMP' Coffee gives your customers more lasting satisfaction than any other coffee essence—Why? Because 'Camp' is the purest, richest, strongest and best.

'CAMP' COFFEE

Once your customers TRY 'Camp' they'll BUY 'CAMP'—always!
Look after your Stock!
 R. Paterson & Sons,
 Coffee Specialists, Glasgow

VAN BERKEL SLICING MACHINE

Will about pay for itself in the saving of waste which other machines make.



Send for illustrated catalogue giving full particulars.

The W. A. Freeman Company, Ltd.
 HAMILTON, CANADA



GOOD FLOUR

versus

Indifferent kinds

MAKES GOOD BREAD

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

Leitch Brothers' Flour Mills
 LIMITED
 Oak Lake, Manitoba

Do you realize

that it's easy to run a Tobacco Department in your store, and it's a sure thing that your profit will be right if you stock and push these high-quality "Made in Canada" chewing and smoking tobaccos? Try them.

MASTER MASON

Smoking

ROSE QUESNEL

Smoking

KING GEORGE NAVY

Chewing Plug

MAPLE SUGAR

Chewing Plug

Rock City Tobacco Co.
 LIMITED
 QUEBEC WINNIPEG

As Good as it Claims to be.

THIS is the verdict of "GIPSY" users everywhere. The merits of the article—its quality and utility; never varying from the highest standard in Stove Polish manufacture, are creating a "never-be-without-it" resolve amongst users sufficient to justify your order for

GIPSY Stove Gloss

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon: Creeden
& Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

PACKED BY
**THE ANGLO BRITISH COLUMBIA PACKING CO.
LIMITED
VANCOUVER, B.C.**

SELL ONLY
"MADE IN CANADA"
GOODS



It's up to you, Mr. Dealer, to show your patriotism by selling only "MADE IN CANADA" goods.

Richards' Quick-Naptha soap is "MADE IN CANADA" by Canadian Workmen and is of the highest quality, which will insure you repeat orders.

There is a profit of 26½% to be had on Richards' Quick-Naptha.

Write us to-day and get particulars

Richards Pure Soap Co.,
Woodstock, Ontario LIMITED

Let Reason Guide You Not Habit

Just as you have every confidence in recommending Furnivall's Jams to your most particular customer, so can you push with the same degree of satisfaction, the sale of our Marmalade made only from the finest selected Seville oranges and pure cane sugar.

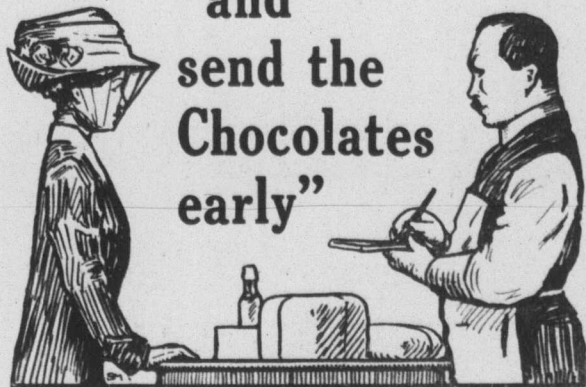
For Quality, Purity and Fine Flavor, it is unsurpassed.

Stock up your low lines to-day—right now — with Furnivall's and be in a position to take advantage of the additional jam trade when home-made preserves are exhausted.



**Furnivall-New
LIMITED
Hamilton, Ont.**

AGENTS: Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, J. A. Cote; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliot; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Geo. C. Benjamin, 629 Fourth St.; Jackson's, Limited, Calgary; Grocers' Specialty Co., Hamilton, Ont.



“and
send the
Chocolates
early”

Most every housewife is an enthusiastic customer as far as candies are concerned. In most homes candies are as much a staple as bread or milk. Grocers who develop this line of trade are realizing unusual sales, and, of course, the profit is extremely attractive.

But no one wants poor candy. To make your candy department a success the quality of your lines should be above reproach.

Montreal Biscuit Co.'s Lines are characterized by their irresistible flavors and thorough goodness. Proof of their popularity lies in the fact that with most grocers every new order they place is far in excess of the preceding one.

Get after this profitable trade immediately and make sure of highest success by writing to-day for complete list of Montreal Biscuit Co.'s Lines of High-Grade Candies.

The Montreal Biscuit Co.

Montreal

Manufacturers of Biscuits and Confectionery

A SEASONABLE SELLER



Goodwillie's
Pure Fruits

In Glass
are
highest
quality
packed

Agents:
Rose
&
Laflamme
Limited
Montreal
and
Toronto

You can get them from your Wholesaler

Men Around the Kaiser

By Frederic W. Wile

Berlin Correspondent of the London Daily Mail.

The only book giving complete and accurate information about all of the great German warriors, statesmen, business men, scholars and all those who figure most prominently in the affairs of that country at the present moment. By a man who has viewed German affairs at close range. Price \$1.00, Postpaid.

Book Department:

The MacLean Publishing Co.

LIMITED

143-153 University Ave.
TORONTO

CLARK'S



**COOKED
CORNERD
BEEF**



MADE IN CANADA

FROM

THE BEST OF BEEF

W. CLARK, LIMITED, operate a canning business purely and simply. The choicest cuts and the best of the beef go into the cans. That is why Clark's Cooked Corned beef is absolutely **THE BEST ON THE CANADIAN MARKET.** Quality goods mean pleased customers and **INCREASED TRADE.**

W. Clark, Limited, Montreal

Tartan BRAND

THE SIGN OF PURITY

Our annual Tea Sale. All goods bought before advance. If our travellers don't call send for samples—it will pay you.

After-stocktaking bargains. Our travellers have a big list.

'Phone at our expense.

3595, 3596, 3597, 3598, 4656, 748; Night 'Phone, 1807.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

Evaporated Apples

WE PACK CHOICE THREE-
POUND PACKAGES FOR
FINE FAMILY TRADE.

O. E. Robinson & Co.
Ingersoll, Ontario

End ALL Expense With
First Cost



No. 35

The continual expense of electric current, little breakages and repairs, that insidiously eat big holes in your profits—such costs are never known No. to grocers using the ELGIN 40 COFFEE MILL. With them first cost is the only cost. The ELGIN steel-cuts your coffee any grade by a few simple turns of the wheel. Nothing to wear or break—nothing to get out of kilter. You'll find the ELGIN always ready for active service, thus greatly adding to its economy and earning power. Let us send you without obligation Catalogue No. 23, which fully describes the ELGIN line. A post card will bring it, together with the name of our nearest representative.

Woodruff & Edwards Co., Elgin, Ill., U. S. A.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.



**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

**A store convenience — costs
little — gives big service**



THE MCGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
THE O. P. MCGREGOR PAPER CO., LIMITED,
411 Spadina Ave., Toronto.



Bee Brand

JELLIES, STARCH, BORAX

can always be depended upon to give absolute satisfaction. For Quality and Purity Bee Brand Specialties are unequalled. Get a display on your counter to-day. Samples cheerfully sent.

FORBES & NADEAU, Montreal, Que.

CANADIAN GROCER

St. Lawrence

Granulated

100 Per Cent. Pure Cane.
Prompt Shipment of all Orders.



Jonas' Sales are Perpetual Sales

Once you consider the number of extracts that have been thrust on the market during the past forty-five years only to soon drop out of existence, you get an idea of the sound esteem the average housewife holds for Jonas' Extracts.

For more than two generations most grocers have found their thorough goodness, extra strength and high quality have kept customers coming back continuously. You'll realize their popularity once you get them to the fore in your store. For sound, repeat sales push Jonas' Extracts. Replenish your supply to-day.

HENRI JONAS & CO., Montreal, Que.



LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and
sizes

Metal Bottle Capsules—any
size, color or stamping

Collapsible Tubes—plain or
colored

ALL BRITISH MADE

Send specification of your needs or samples of what you now use — stating qualities —
We will give you **BEST QUALITY — BEST DELIVERY — BEST PRICES**

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



OME manufacturers in their eagerness to reach the consumer shoot over or under the retailer's head or try to shoot through him. The retailer is getting tired of being shot up. Work **with** him and **for** him and note the difference.

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

Compare the T & B ten cent plug with any other—and you'll decide it's the best buy



The tobacco in "T & B" plug smoking is the finest Virginia leaf carefully selected and expertly cured. "T & B" plug will win permanent customers for you. It will give you more profit and enables you to give better value for your customer's money. Stock "T & B." Order a caddy to-day.

YOUR WHOLESALE HAS IT.

TUCKETT LIMITED
HAMILTON, ONT.

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

W. G. A. LAMBE & CO.
TORONTO
 Established 1885
SUGARS FRUITS

"We are large buyers of Sun-dried Apples. Ship all your good stock to us charging us whatever other dealers are offering, and we will send you our cheque promptly."
W. H. Millman & Sons
 Grocery Brokers
TORONTO

The Harry Horne Co.
GROCERY BROKERS
Manufacturers' Agents and Importers
 309-11 King W., Toronto, Can.
 We can place your goods on the market successfully.
(Correspond with us.)

W. G. PATRICK & CO.
 Limited.
 Manufacturers' Agents and Importers.
 51-53 Wellington St. W., Toronto

A want ad. in this paper will bring replies from all parts of Canada.

HENRI DE LEEUW
 28 Front Street E. **TORONTO**
 Importer - Foodstuffs - Exporter
 I am a buyer for Beans, Peas, Seeds, Dried and Evaporated Apples, and pay cash. Send me samples and wire what you have to offer.

WESTERN PROVINCES.

GEORGE E. MEASAM
 COMMISSION MERCHANT
 Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City.
 P. O. BOX 1721,
 Edmonton, - - - - - Alberta.

H. P. PENNOCK & CO.,
 Limited
 Wholesale Grocery Brokers and Manufacturers' Agents.
WINNIPEG.
 We solicit accounts of large and progressive manufacturers wanting live representatives.

W. H. Escott Co.,
 LIMITED
 Wholesale
Grocery Brokers and Manufacturers' Agents
Commission Merchants
 WINNIPEG REGINA
 CALGARY EDMONTON

WATSON & TRUESDALE
 Wholesale Commission Brokers and Manufacturers' Agents.
 120 Lombard Street
WINNIPEG MAN.
 Domestic and Foreign Agencies Solicited.

FRANK H. WILEY
 Manufacturers' Agent
 Groceries and Heavy Chemicals
 Enquiries solicited for shipment from Spot stock Winnipeg or for Import.
 757-759 Henry Avenue, Winnipeg

RUTTAN, ALDERSON & LOUND, Ltd.
 COMMISSION BROKERS
 Representing Canadian and British Houses
 Agencies Solicited
WINNIPEG. MAN.

A want ad. in this paper will bring replies from all parts of Canada.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
 Manufacturers' Agents and Commission Brokers.
 We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
 857 Beatty Street, - Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
 ST. JOHN'S - NEWFOUNDLAND
 MANUFACTURERS' AGENTS
 and COMMISSION MERCHANTS
 Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

QUEBEC.

W. J. MCAULEY
 Commission Broker
 Flour, Feed, Grains, Potatoes.
 We are open for a good agency in food-stuff line, calling on the retail trade.
 522 Board of Trade Bldg., Montreal.

Grocery Advertising
 By Wm. Borsodi
 It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.
 PRICE, \$2.00.
 ALL ORDERS PAYABLE IN ADVANCE
MacLean Publishing Co.
 143-153 University Ave., Toronto

You can talk across the Continent for two cents per word with a want ad. in this paper.

Pleasant Impressions of Your Store

In a highly recommended "Course on Salesmanship" this statement is emphasized: *"It is important that every customer should be satisfied with her purchase and carry away a pleasant impression of the store and its services."*

The above statement defines in a nutshell the policy of every progressive grocer. It also explains why so many grocers recommend Red Rose Tea. They know that

Red Rose Tea

"is good tea"

and that the woman who buys it will be completely satisfied with her purchase. The uniformly high quality and distinctive flavor of Red Rose Tea is an asset to any grocery store.

T. H. Estabrooks Co., Limited, Toronto, Ont.
 Montreal St. John Winnipeg Calgary

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and center of population in Canada. You can make from \$5 to \$10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

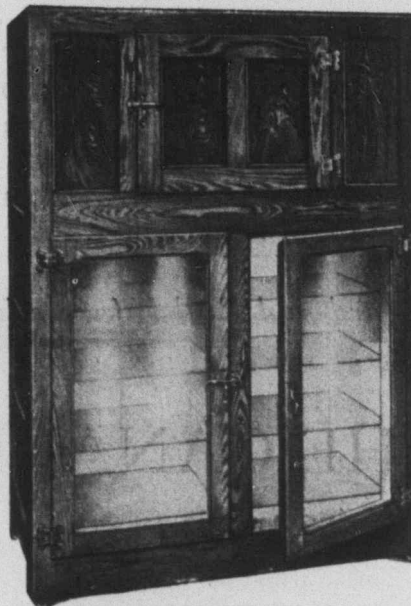
MACLEAN PUBLISHING CO.

143 University Ave. :-: Toronto, Ont.

INCREASED PROFITS AND A BIGGER TURNOVER

come as a natural sequence to the store that installs the Eureka Refrigerator. No further loss through spoilage; no more complaints from customers about tainted foodstuffs. These cease just as soon as the Eureka is put into use. Let us tell you the names of some of the Grocers and Butchers round about you who are using the Refrigerator that has proved its superiority for over twenty-eight years. Then hear what they have to say about EUREKA.

Tell us you are interested. We can give you facts and figures of what the Eureka has done for other grocers that will surprise you. Write us to-day - right now.



**Eureka
 Refrigerator
 Company
 Limited**

31 Brock Ave.
 TORONTO

The Seed Drill and the Reaper

It is an amusing, and at the same time significant fact that men who criticize and condemn advertising the hardest are the men who advertise the least.

And the most violent critic of the lot is the man who doesn't advertise at all.

These men put up strange arguments against advertising sometimes, and one of their pet diversions is to compare advertising with Personal Salesmanship.

To compare Advertising with Personal Salesmanship is to compare the Seed Drill with the Reaper.

They are separate and distinct. Each performs different functions, yet each are necessary for the common good.

They work together, in the same field, for the same man, to the same end.

Advertising is the Seed Drill of Modern Commerce.

It plants the Seed of Good-Will in the minds of prospective customers. The seed grows to interest, and interest turns gradually into a desire to possess. The harvest ripens and is garnered in by the ever-ready salesman.

The salesman is the Reaper of Modern Commerce.

He reaps where advertising has sown.

Advertising performs the missionary, the educational and the preliminary work—the Salesman comes along and with minimum exertion carries away the order, and frequently all the glory of securing it.

He reaps most who sows the best, and a just man will not forget the seed drill when the reaper is at work.

Rate Card and Full Information gladly furnished on request.

THE CANADIAN GROCER

143-153 University Avenue,

TORONTO, ONTARIO

UNIFORMITY

The unvarying good quality made possible by skilful blending and constant watchfulness has been an important factor in the history of

"SALADA"

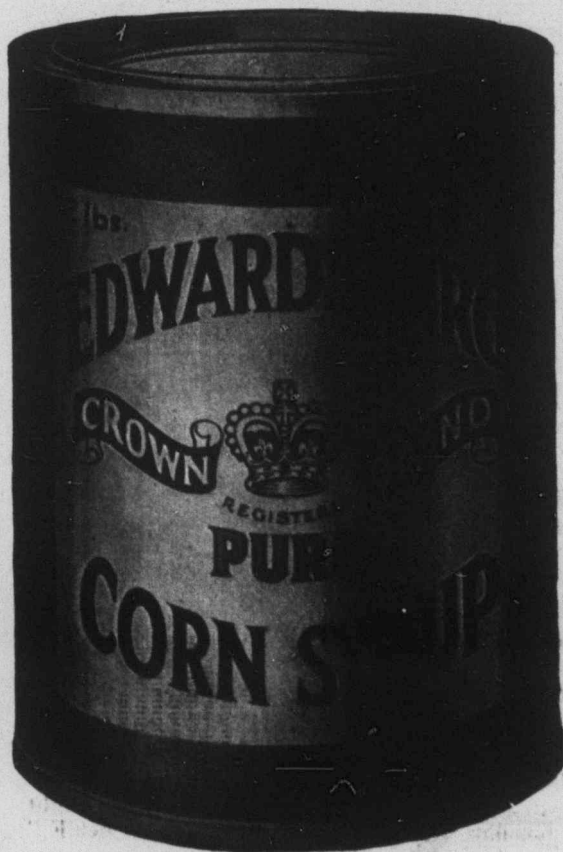
The consumer knows that whenever or wherever she buys a package of "SALADA" that her taste will not be deceived by any variations in flavour. You cannot expect to get this regularity with bulk tea, and we have proved that this is one of the essential points in winning public favour.

"SALADA"

Montreal

TORONTO

London, Eng.



It's quite to be expected that *Crown Brand Corn Syrup* should have a big daily sale throughout the Dominion

When you consider the number of grocers from the Atlantic to the Pacific in small and large towns, in cities of all sizes, and even throughout rural Canada who are selling it.

These grocers are looking to their best interests, both present and future, by sticking with the syrup that brings the quickest and best results.

They realize that by co-operating with our desire-creating consumer advertising they will reap the benefit of the superior quality of this delicious, satisfying Canadian table syrup. They realize that by displaying Crown Brand Corn Syrup in their windows and on their counters they will crystallize the customer's desire-to-try into actual sales and good future business.

Join the crowd of money-making grocers by displaying and pushing Crown Brand Corn Syrup.

The Canada Starch Co., Ltd.

Manufacturers of Edwardsburg Brands

Works: Cardinal, Brantford and Fort William

CANADIAN GROCER

KEEN'S SOXFORD BLUE



Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

Your nearest wholesaler is ready to supply you.

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



If this advt. makes one more "FORCE" user—

and that one user you, Mr. Grocer, we know we won't have to worry about the sales in your store any more. If you've read our advts. in the "Canadian Grocer," you'll note they're all along the same tenor—all we want the grocers to do is to try "FORCE" on their own tables. We are willing to

stand or fall by that test. Just see for yourself if this rich, nut-like, appetizing WHOLE WHEAT food, (cooked with malt), isn't the most inviting, satisfying cereal you ever tasted. That's all we ask—a practical test from a man who knows what a food ought to be and do. YOU try "FORCE."

Made by The H-O Company, Hamilton,
and Sold by good Grocers everywhere

CANADIAN GROCER

VOL. XXIX

FEBRUARY 12, 1915

No. 7

Sell the Farmer Better Goods

One Method for Getting Him to Spend More Money With the Merchant in the Country Towns and Villages—How a Certain Merchant Raises Standard of Goods Purchased By His Customers—Power of Advertising.

Second of Series on "Getting After the Country Trade."

"THERE used to be the greatest rivalry in our store," related an ex-general merchant to the writer recently "to get the farmer's wife to spend all her butter and egg money when she came to the village. If we didn't get the surplus above what she had decided to take out in trade it either found its way into some other store or into the bank next door."

This man is to-day the general manager of the branch of a large Canadian foodstuff industry who has made a brilliant success as a salesman. He worked his way up from an obscure clerk in a village store to his present enviable position because of that power to SELL goods.

Grocers and general merchants of to-day are in the same position. The farmer's wife still comes to town every Saturday and sometimes during the week with her butter and eggs and she either goes out of the store with money or goods. Merchants to-day have in fact much greater opportunities than those of the time to which our friend refers. The farmer has prospered in recent years with but few exceptions. He has got money he never had before. He has the money because he has been securing big prices for what he has had to sell. Every merchant knows that.

It is up to every merchant who sells to the prosperous farmer to go after country business right now.

Are the clerks in your store enthusiastic over their accomplishments as salesmen? Are they equipped with the knowledge and information that will help them get the farmer's wife to spend all her butter and egg money in your store? Those are questions of paramount importance at the present time.

Advertising in the local papers and

A Tasty Change for the Farmer's Table

Are you getting a little tired of pork? Wouldn't you like a change for awhile? If so, then call to see us on Saturday and let us show you our stock of Salt Herring. Several kegs just in of fine, plump, juicy fish—and a wholesome, nourishing food.

Look over this list of goods and prices:

Salt Herring—A food that makes a most tasty dinner and an agreeable change from the usual meat diet. Per keg, . . c.

Ciscoe Herring—Another delicious fish food that is just as palatable as the other. Easily kept during the cold weather. Three dozen for . . c.

Brown Sugar for Taffy—A favorite winter pastime of the long evenings is the making of taffy—one of the delights of the life of the robust country young folks. Brown sugar, per sack, \$

Molasses—Treat the family to gingerbread—always appreciated by everyone and a healthy food. Good molasses is indispensable. Take home a tin or two of Brand, only . . . cents per tin.

Jelly Powder—A package makes a whole pint, and with whipped cream so plentiful in the country, there is no finer dessert. Per package, . . . c.

Butter and Eggs Wanted

JOHN BROWN

75 John Street

Phone 54

Suggestion for a newspaper advertisement to interest the farmer.

personal salesmanship with catchy displays are methods which will be necessary to get the attention of the farmer and his wife.

Sells Superior Goods.

"Our method for getting all the business we can from the farmer," declared a general merchant in a small town, "is by raising the standard of the goods we sell. For instance when a customer asks to see a pair of boots we do not show him the cheapest pair in the store first, but rather the very best boots we have in stock. We tell the customer of the high quality of those boots—that they will last longer than any other pair in the store—and that our guarantee is behind them. If we know the customer has the money we sell him the best boots. Occasionally of course some want to see something cheaper and we show them—but even then we frequently see better boots by comparison. Besides making a margin of about 80 cents or so on the superior boots as compared with only 40 on the others, we send home a pleased and satisfied customer who will never accuse us of having sold boots that were defective.

"The same applies to hardware, groceries and dry goods. If a farmer wants a hoe I never show him a low priced one but invariably the best quality in the establishment. Nine times out of ten he buys it without question and he remains with us a satisfied customer.

"To such a point have we urged the buying of the better quality goods that customers have come to accept our recommendations and as you know, once you have the confidence of your patrons you have little difficulty in increasing your business by the power of suggestion. In the retail business of to-day

one must anticipate the wants of his customers if one desires to be successful, rather than hand over only those goods that may have been asked for."

The Good Flour Was Bought.

While the writer stepped aside to allow this merchant to serve a customer from the country he heard a conversation illustrative of the power of the retailer to raise the standard of goods to customers:

"How much is your flour to-day, Mr. ———?"

"Four fifty a sack," was the reply. "It is the Blank Brand and is guaranteed to give you the very best of satisfaction."

"But haven't you any cheaper than that?"

"Oh yes, we have, there is some at \$4 and at \$3.75, but you want the flour that you can depend on absolutely. I could sell you the other if you wish but I cannot guarantee you satisfaction with it."

The argument struck home and the high priced flour was sold.

The method this merchant has adopted of raising the standard of the goods his country customers purchase, has done much to keep the home trade at home. In the village where he is located there is no newspaper so that he cannot do as he would like in the matter of newspaper advertising. However, he has carried personal salesmanship to such an extent that he has made a substantial success in his business. Last year he erected a new store. This is all done in spite of the fact that he is located in a district within a few miles of a large city where there are always alleged inducements for people inclined to go on bargain hunting expeditions.

Big Task for the Retailer.

At the present time the merchant who endeavors to get the farmer and his wife to spend their money by raising the standard of the goods he sells them, is doing splendid work. He is not only giving better satisfaction but he is increasing his turnover and securing in many cases increased net profits. The trade must, too, appreciate the fact that unless the farmer is gone after energetically he will be apathetic in his purchasing transactions. There is no reason why he should hang on to his money. Many farmers have the idea that because there is a temporary depression on they must bank their money. It is the duty of the merchants in touch with them to separate them from that idea.

The Fort William (Ont.) Retail Merchants' Association is working diligently to get a substantial license imposed on transient traders. They are also considering methods for eliminating objectionable advertising.

New Home for R.M.A.

Have Leased Large Building for Future Rooms —
Renting Spaces to Manufacturers for Permanent
Exhibits — Move March 1.

THE Retail Merchants' Association, Ontario Branch, have become identified with an important undertaking in which members throughout the province will be greatly interested. A new home has been found. For a long time the offices of the organization have been located at 21 Richmond Street West, Toronto. These premises have now become inadequate. The Retail Merchants' Association is, as the trade understands, composed of many sections. On some afternoons and evenings several of these meet at once and sometimes the present offices cannot accommodate them all, with comfort to one another.

This condition of affairs sent the officials out on a quest for other premises that presented more scope for their operations and they have found their new home in the old Y.M.C.A. Building, at the corner of McGill and Yonge Streets, a short distance south of College Street. The first floor up and the one above it have been leased for a term of years—at least they will have been when this issue reaches our readers, as the option closes on Saturday.

On the first floor up will be the secretary's office. This floor also contains three large rooms and it is really here that the interesting and unique part of the move is to be found. The Association has divided these three rooms off into spaces which will become permanent manufacturers' exhibits. These exhibit spaces are being rented at so much per month to various manufacturers who will have permanent displays of their goods in them. Altogether there are 30 spaces and at time of writing 16 have been spoken for, and those after only three days canvass.

For the benefit of the manufacturers who take spaces there will be a special exhibitors' room on this floor where there will be writing desk and telephone accommodation, etc.

There will also be an inquiry office on the first floor up which will be maintained by the association.

On the floor above which has been leased as well, there are a number of committee rooms for the accommodation of the members at their regular meetings. There are a sufficient number of these to accommodate as many sections as may be meeting at any one time.

The Retail Merchants' Association see a great future here for the development of their work. Their new quarters which are centrally located, will be in reality splendidly equipped "club rooms" where members may drop in any time they are down street and where members from outside the city will be able to have their headquarters when they come to Toronto. The retailers hope and expect that their newly acquired premises will soon become an important centre for wholesalers and manufacturers. The place may perhaps become to be called "The Retailers' Temple." It is the intention of the officials at the present time to have billiard, card and lounging rooms for the accommodation of members.

Unless something unforeseen happens, the new rooms will be occupied by the first of March.

On the ground floor and entering from McGill Street is a large auditorium, capable of seating 1,200 people, and the association will have the use of this once a month. Their big conventions will also be held there, if necessary. The entrance to the main offices will, however, be off Yonge Street.

Consider Fire Insurance Question

The Necessity for Careful Study of the Policy—The Co-Insurance Clause—Difficulties With Regard to Settlement—The Need for the Adjuster—Some Clauses for Retail Merchants.

Written for Canadian Grocer by H. S. EAYRS.

YOU can take a horse to the water, but you can't make him drink.

You can talk adequate fire insurance to some businessmen until you are blue in the face, but you can't make them insure—not even if you are an insurance agent! There is no doubt that while fire insurance is pretty general it is still not universal, and it is very often most inadequate. There is altogether too much complacency about the matter. Many men go into relations with fire insurance companies like a bull goes for a five-barred gate. Sometimes the bull doesn't do anything but damage himself.

Financial men have been dinning it into our ears for many moons that Canada has an abnormal annual fire loss. The figures are astonishing. It has been stated by experts that they are higher in proportion than those of any other country. The fault is easy of discovery. Everybody blames his neighbor. It never occurs to him to blame himself. The majority of men take out a fire insurance policy and so long as they pay their premiums they sit tight and think they have done their duty. The idea that fire may visit their own particular store never occurs to them.

It is not the purpose of this article to deal with the retail dealer in his relation to the fire insurance company as a bird easy of plucking by a successful plucker. That fire insurance men are crooks is as ridiculous a supposition as it is unfair. But there are good and bad in every trade. To say that fire insurance men are all saints is just as foolish as to say they are all sinners. Nevertheless, there are those companies operating, from whom the retail merchant will be wise to keep away. There are tricksters that the retail merchant can't beat, no matter how he tries. Prevention is better than cure. With the best of companies the wise man will use all possible caution. And, indeed, the more cautious the man is the better pleased will be the company if it is a good one.

Study Your Policy.

The prime factor in getting a square deal over your fire insurance is to know your policy. It is a contract, by virtue of which the company agrees to pay a certain sum of money in case of fire, providing that the conditions of the contract have been fully adhered to by the assured. This means something more than mere prompt premium payments.

Insurance men—like retail merchants—are not in business for their health. If they find themselves called upon to pay out a sum of money because of fire their first impulse is to see how small that sum can be made. It is human nature, as well as insurance nature.

The man who is going to take out an assurance policy should, first of all, be sure of the standing of the company which he has in mind. Some companies have lower rates than others. Usually this means that the protecting power of the company is not so good. Since the first objective of fire insurance so far as the insured is concerned is protection, he needs to be sure that his risk is covered by a good company. Get the agent to tell you the financial standing or,



Some men get their policy and are too busy to bother reading it. Later—they wish they had done so.

better still, show you the balance sheets of the company for whom he is acting. Be sure you are with a company which is strong financially. It may mean thousands of dollars to you.

It is most important that the man who insures should understand his policy. If you were going to buy a house you would peruse the deed to see if all was in order. Yet comparatively few men bother to do this in the case of an insurance policy.

All Policies Identical.

The retail dealer who is insured in more than one company should see to it that the conditions and particulars and descriptions should be identical in every policy. This has two advantages. First, if you should have a fire it will save a good deal of haggling and misunderstanding between the companies. Sec-

ondly, it will prevent any company from giving you a contract so worded that it is useful to the company itself, should anything happen. For instance, a clause that some companies are fond of inserting is to the effect that where additional insurance is carried the company should be bound by the policy most favorable to it, not necessarily its own policy. This obviously is a very good "way out" for the company.

Then, see to it that your policy has this clause, "Further insurance permitted," so that you are at liberty to insure when and with whom you will, in case of necessity, for additional insurance.

That Co-Insurance Clause.

A particular which very often results in disaster for a merchant is the insertion of the 80 per cent. co-insurance clause. Too much care cannot be taken by a person who wants fire insurance before he adopts this form. This is a contract by which the insured agrees to keep insured to the extent of at least 80 per cent. of the value of the property. If he fails to do so he himself must stand for any loss which would have been paid by the insurance he should have carried in excess of that which he actually did carry.

For example, if a retail merchant has a thousand dollars' worth of stock and insures it subject to this eighty per cent. clause, he is complying with the conditions. Later in the year his stock increases to \$1,500, but somehow neglects—perhaps only for a day or two—to increase his insurance. Then the fire comes along. The loss and damage amount to \$600. The insured, under the co-insurance clause, should have had insurance to the extent of eighty per cent. of \$1,500, or \$1,200 worth. Instead of that, he has only eighty per cent. of his original \$1,000, which is \$800. The insurance company, therefore, only pays eight-twelfths of the loss of \$600, equaling \$400. And the owner must stand the loss of the other four-twelfths of the \$600 loss, which is \$200, himself.

I hear from insurance experts that careful examination into the losses in which the co-insurance law applies justifies the statement that it is most unwise for the small man to have the co-insurance clause included in his policy. Keep away from it. Remember the words "co-insurance," and avoid them as you

would thin ice. They are thin ice. Put them up as a bogey, and leave them there. Sometimes they are a help, but only rarely. The risk is too great. The owner may only be delayed a day or two in getting extra insurance to meet that clause, and yet the fire may happen in that time. It is much better to have straight insurance and pay a little higher rate for it than pick up "co-insurance" from the bargain-counter only to find later that it was far more expensive in the ultimate casting-up of things.

Obviously the eighty per cent. co-insurance clause is a splendid thing if your property never burns up. In return for such a clause the insurance company makes the concession of a lower rate, so that the man who has the co-insurance clause is able to reflect that he is getting cheaper insurance than his neighbor who has not the co-insurance clause. But if he is getting cheaper insurance he is not getting the same protective power, as has been shown.

The insurance companies have two good lines of defence because of this clause. They can try to prove that the amount of the damage is less than the amount claimed by the assured; secondly, they can seek to prove that the value of the property before the fire was more than the assured had figured it, and hence—as we showed by an example above — that the latter was not insured for 80 per cent., and so did not comply.

Furthermore, not one insurance agent in twenty, nor one retail merchant in more than that, understands the co-insurance clause, and the wise man doesn't dabble in things he doesn't understand.

Stock and Property Separate.

Many men think that their insurance policy covers their property, stock and everything they have. Most companies insure stock separate from the property, such as fixtures and so forth. The assured should be careful to see that his policy or policies cover all his belongings. The co-insurance clause, for instance, treats each item separately. When the retailer describes his stock he should not say "stock consisting of," but "stock of merchandise consisting principally of," and in this clause should be included "supplies used in packing, shipping and delivering." No loop-hole should be left. Some insurance companies are adepts for discovering them for themselves, anyway.

Get Hold of An Expert.

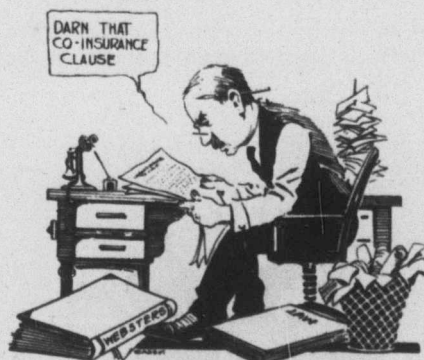
When trouble comes along it is natural for us to go to someone who can help. When you are ill you go to a doctor. If you have a fire, go to an insurance expert, an adjuster. This is a point which should be noted. In case of a fire it is a certainty that the insurance company concerned will hire

adjusters, and at such a time an adjuster for the assured is a necessity. The inexperienced retail merchant cannot hope to win out against a professional insurance man, and he will lose if he tries. It is worth while paying an adjuster his fee. That fee will probably be stiff, because adjusting is an expert's game, but it will be money well spent, for with the adjuster's help you will at least know that the information you give the insurance people will not be used against you. Don't try to do your own fighting with the company, if there is going to be a fight. Pay the adjuster to do the fighting. He is an old hand at the game, and he knows how to get under and over the adversary's guard.

"Specials" for Retail Merchants.

So far this article might have applied with equal suitability to any retailer, almost. There are, however, certain points of special importance for the retail grocer to remember.

(1) If a dealer keeps coal oil or lubricating oil for sale in any quan-



So says Mr. Merchant when the fire has come along, and he finds that he wasn't totally covered.

tity exceeding five gallons, a special permit must be endorsed on that policy.

(2) Any quantity of gasoline and benzine kept on the premises must be so set forth in the policy.

(3) If any of the store furnishings such as cash register and so forth are held under lien or sale agreement, the policy must read "in the event of the property hereinafore mentioned being held under royalty, lien, or sale agreement, this insurance shall be held to cover the vendor and vendee."

(4) The question of the dealer's title to the property or stock should be looked after. A clause should be included which will read, with regard to the property, "owned or held in trust," or "on consignment," or "sold but not delivered," or "for which he is not responsible," or "held under lien, sale or royalty agreements," according, of course, to the particular case.

COUPONS THAT PAY RAILWAY FARES.

New Scheme Launched By a Vancouver Concern.

Vancouver, B.C., Feb. 11.—A novel proposition has been launched here in which the retail merchants are interested. A concern known as the Canadian Travelscrip Company has been organized to promote a scheme which it is stated has for its purpose the bringing into the city of more people and therefore the increasing of the business of the merchants who are in it.

A synopsis of the project is given herewith:—

"The Canadian Travelscrip Company is a Vancouver firm, backed by Vancouver capital. The company has its head office at Suite 601, Northwest Trust Building on Richards street, and will operate throughout the entire Dominion, but will first inaugurate its service here and in other cities in British Columbia.

"Travelscrip is a form of coupon given to certain merchants to their customers on the basis of one mile of travel for every dollar spent with them in trade. It is issued in two denominations, representing purchases of twenty-five cents and one dollar, consequently any purchase of twenty-five cents or upward at a Travelscrip store entitles the customer to Travelscrip. This is then redeemed by the Canadian Travelscrip Company at its head office or any of its branches in passenger transportation by railroad or steamship over any line in the world.

"Special arrangements have also been made by which Travelscrip is redeemed in street car tickets over any city line of the B. C. Electric at the rate of 25 full-fare street car tickets for every fifty miles of Travelscrip presented at the offices of the Canadian Travelscrip Company.

"The merchants who are distributing Travelscrip give it to their patrons free in recognition for money spent with them in trade, and already, it is stated, people of Vancouver are insisting on getting it from the stores where they do their buying.

"All steamship and railway tickets issued for Travelscrip call for transportation on first-class trains and boats anywhere where regular lines of travel are operated.

"Transportation will also be supplied in lieu of Travelscrip over the New Westminster and other tramlines of the B.C. Electric in this province."

The Two Barkers, Limited, St. John, N.B., grocers and provision dealers, sustained a fire loss in their Amherst branch.

A Successful Lenten Campaign

Lines That the Jepson Store Decided Upon as Substitutes for Meats—Description of a Fine Selling Window Trim—It Was Made An Actual Sales Creator by the Attractive Way it Was Put Together—The Style of Advertising Used.

Written for Canadian Grocer by HENRY WILLIAMS.

LENT was only a few days distant. Thos. Jepson guessed aright when he decided in his own mind that his new head salesman—Haslam—would turn his attention to fish and other lines appropriate to that season. In former years fish had been slower than a nigger's funeral, even during what should have been the best selling seasons, and the proprietor was anxious to see what could be done if such business were enthusiastically gone after.

"There are lines of foods which the average grocer never imagines are good Lenten sellers," perused Haslam. "I must feature these to the limit and have a better assortment than any other store in the city." So he took out his pad and surveyed the shelves. Here was what the sheet contained: Fish: canned salmon, sardines, herring, mackerel, haddies, flaked fish, etc.; baked beans; cheese; eggs; corn and cane syrups, maple syrup and pancake flour; canned tomatoes, corn and peas; confectionery and fancy biscuits; preserved fruits; macaroni and rice.

A Selling Window.

The window display which appeared in Jepson's store the following week was an extraordinary seller. It drew the people towards it like a magnet drawing nails. A large display card ap-

peared at the rear with the two words: "LENTEN SUGGESTIONS," and people certainly secured suggestions that had never been presented to them before. Pyramids of various canned fish, vegetables and baked beans were built up in semi-circular fashion from one front corner of the window to the other. They gave one the impression of mountain ranges of canned goods, with the tallest peak in the centre made of canned tomatoes, with the red tomato on the label turned outwards. Next to that was a knoll of canned salmon on the one side and canned peas on the other. Other peaks consisted of corn, canned herring,

sardines, baked beans, haddies, beets, carrots, etc. No two mountains were alike in height. A diameter to this semi-circle was made close up to the plate glass. This consisted of cans of corn and cane syrups, artistically arranged in zig-zag form. Inside this line were three or four displays of macaroni constructed in the same way as railroad men pile up railway ties. The corner of each pile was turned outwards. Back of that were three dishes, or more properly baking pans, with three different grades of rice, with price tickets on them. In anticipation of Shrove Tuesday there was a neat arrangement of packages of pancake flour so placed that there was a "courtyard" in the centre of them. Inside this courtyard were three bottles of maple syrup. A piece of plate glass was placed over the top of them, and another bottle on top of that again.

Still farther to the rear and under the shadow of the tallest peak of canned goods were two cheeses, one flat and the other resting on it on the curve side. A touch of the farm was given to the trim by the placing of two nests of straw in a couple of packing boxes and filling them with clean new-laid eggs. These were placed, one on either side of the window, just inside

Nutritious Lenten Dishes

THOSE who abstain from eating meats on fast days during Lent are looking for wholesome foods to take their place. We have just gone over our stock and selected a number of lines which we can offer as the very best of substitutes. Our window is dressed with a selection which you will agree is worthy of your closest inspection. Include some of the following in your next order:

FISH—The old reliable Lenten food—tasty and nutritious. A new supply just in. Make your next dinner out of herring, halibut, salmon or finnan haddie. Per pound, . . .c up to . . .c.

CANNED SALMON—One of the most nourishing of all fish foods; can be served in many tasty ways. Small tins . . .c, large tin . . .c.

BAKED BEANS—No better substitute for meat. Place the can in boiling water for a few minutes and you have a deliciously warm, wholesome food. Per tin, . . .c, . . .c, and . . .c.

CANNED VEGETABLES—It's a long way to harvest time and new Canadian vegetables. Vegetables in tins are canned when fresh and our good

quality brands retain their fresh field flavor. Tomatoes, corn or peas—any one of them makes a fine meal when heated. Per tins, . . .c.

MACARONI—This food is made entirely from wheat—what better recommendation could it possess as a food of high value? Boiled alone or with cheese, it is a wholesome dish. Can be served in many other ways. Try a package. Per lb, . . .c.

RICE—There is no more nutritious dessert on the market than Rice. In fact, it is a staple food of more than half the population of the globe. Eat rice during Lent and plenty of it. Per pound, . . .c, . . .c, and . . .c.

REMEMBER PANCAKE TUESDAY

Don't forget to celebrate the old custom of having pancakes on Shrove Tuesday—the day before Lent. If you buy Blank Brand Pancake Flour you will be sure to have most delicious pancakes for the occasion. Order a package and a quart bottle of our fine PURE Maple Syrup. Pancake Flour is . . .c per package, and Maple Syrup . . .c per quart bottle.

For pre-Lenten social events fancy biscuits, confectionery and other dainties are in order. Give us an opportunity to show you our assortments.

THOMAS JEPSON

87 Bradley St.

Phone 111

Lent begins on Ash Wednesday, Feb. 17. Above is a newspaper advertising suggestion that retailers are at liberty to use in their local paper.

CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto.

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-149 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England. Subscription: Canada, \$2.00; United States, \$2.50. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, FEBRUARY 12, 1915

1915 RESOLUTIONS OF A. LIVE WIRE.

I will try to collect my accounts rather than wail against the wholesaler who tries to do the same thing. We both need the money. He is doing business closer; I will do the same thing—and my customers MUST fall in line. This financial tightness must affect the individuals before there is a recovery and when it touches individuals it is my particular concern.—A. L. W.

Wavering on the Tea Tax.

IN referring to the presentation of the budget by Finance Minister White and the postponement of it until some time this week or next, an Ottawa despatch says:

SPLIT OVER TEA TAX.

One of the points of difference between members of the Government is said to relate to the proposed duty on tea. A section of the cabinet is said to have opposed any tax on tea at the war session last August and to be still averse to placing any burden upon an import of a commodity of such universal consumption. A compromise may be reached by substituting ad valorem for specific duties, thus making the duty lower on the cheaper grades of tea.

Canadian Grocer took the stand some weeks ago that there should be no war tax on tea, because of the fact that it was the national beverage of the poor people, and because if there should be a tax, the retailer would have to make the explanations. A copy of our article at that time was sent to practically every member of the Federal Cabinet, and the above despatch indicates that a number of them have seen the justice of it. It is to be sincerely hoped that the powers have been prevailed upon to bring down the budget without the tea tax. Apart from the reasons already mentioned, the retailer must see that if there is a tax of 5 or 10 cents on tea he can only advance

his price that much to the consumer and his profit percentage suffers—he will have to make a bigger investment for the same gross margin. This applies particularly to sales of packet teas where the blends are standardized.

We believe that had the retail organizations made a strong endeavor to protect the masses against another rise in tea and urged that such things as theatre tickets and other luxuries be taxed, the government would not have turned a deaf ear to them. However, we shall soon see what's what, as the budget will likely be presented shortly after this issue reaches our readers, if not before.

What "Hard Times" Talk Does

"TALKING about a financial depression, brings one about as quickly as anything else," remarked a business man the other day to the writer.

How true that is!

"I remember," he added "that back in 1907 when the last depression was just in its infancy we had a case in point. One of our accounts located away up in Ontario several miles from a railway station whom we had billed as usual, wrote to say that owing to the financial depression he would like a little more time to pay his bill. At the time there was just a mere talk that one was on the way. He had seen this in one of the newspapers and used it as an excuse to hold back his payments."

Here is something about which the trade should be very careful. There is altogether too much talk about hard times. The effect this has on the farming community is sometimes magical. Farmers and others too frequently plead poverty without cause, simply because they are pretty sure they will be believed when everyone is talking hard times.

This story is told of a farmer and vouched for as absolutely authentic. He asked his local merchant whom he owed an account of \$50 or more for the loan of \$27. The man was a bit slow but nevertheless was a good account and the merchant gave him the loan. A day or two later by accident he learned

from the local banker that the farmer in question had deposited \$100 the previous Saturday. This naturally made him suspicious and he took the matter up with the farmer next time he came to the store. The confession was eventually wrung from the customer that he needed just the \$27 to make the bank deposit an even hundred.

During the present crisis every retailer should make it a point not only to go after the farmer's business strenuously, but to insist to the very limit that he pays his bills promptly. The farmer has the money to-day and there is no reason why he should not pay his accounts promptly.

Local Merchants Versus M. O. H.

FROM all parts of Ontario come complaints of the mail order houses gobbling the business that ought by rights to go to the local merchants, and in most cases the local merchants are to blame to some extent at least, states an Ontario weekly paper. The mail order houses have the science of advertising down fine and are not afraid of spending money on printer's ink. When the local merchant thinks to save a few dollars by dropping his advertisement out of the local paper that is the time the mail order houses get in their fine work with "bargains" for last-day shoppers.

During dull times the local merchants cut their space down or drop their ads., but not so with mail order houses, they flood the mails with catalogues, offering alleged bargains to clear off surplus stocks, and they double up on advertising and the highly paid ad.-writers eclipse their former efforts to catch the nimble dollar. It is a case of making the public think they are getting something for nothing and that seems just the thing bargain-hunters feed upon and so they send their orders to the city often in the mistaken idea they have saved some money.

People forget that the big city mail order houses cannot give goods away below cost any more than can the local merchant, and that with a big salary list, a high rental, a high tax bill and other city expenses it is not likely that goods can be sold at less than cost.

War and the Trade Paper

THE Financial Post has been running a series of articles with the object of interesting the Dominion Government in taking more comprehensive steps for the securing of war contracts for Canadian firms. In a recent article The Post says: Within a week after war broke out, a meeting of trade paper editors was called in London and their views as experts on business were published in the British papers to reassure the nation as to the stability of business. The Board of Trade called in consultation some of the leading editors. Lloyd George asked Sir George Paish, the editor of The Statist, a weekly commercial and financial paper, for advice in the emergency and eventually insisted upon him giving his whole time, until the war should be over, to the service of the Government as technical financial adviser, and the splendid way in which Britain has met the emergency has been due to this trade paper editor more than to any other factor, as was pointed out by J. W. Flavell in an address a short time ago.

In the States, too, since the present emergency arose, the editors of the leading trade papers have

been called to discuss conditions with the President and members of his Cabinet, but particularly with their Minister of Trade.

These class paper editors are the specialists in journalism. Their opinions are unbiased. They have no personal interests to serve. Their success depends upon how well they serve their readers as a whole. Any preference for any firm or clique would be fatal to the paper. They are constantly called upon by the courts for expert evidence in complicated cases. Occasionally they are consulted privately by judges desiring information to guide them in coming to a decision in business or technical cases. Of course these are mere incidents in the work of these journalists. Their chief object is to give the news of the particular trade or industry in which their readers are interested, news for which general, daily and weekly newspapers with their space crowded with war, crime, baseball or society news cannot afford space.

Business Re-organizing

ACCORDING to a financial paper some of Canada's industrial institutions have felt the pulse of easier money. From the centres of wealth in the United States enquiries are being made with a view to the investment of money. The bears of some years on the south side of the line now see for the next few years a period of prosperity. They base their hopes upon the abundance of easy money. This they believe will stimulate industry. That easier money is finding its way into Canada. Already it has sought somewhat vigorously our high-class securities, and now it is looking for employment in other lines where the returns are higher. The evidence of this movement is not yet very pronounced, but it is to be found.

All the reports of the financial organizations are of a very optimistic character. Bank presidents and directors are especially so. There is more activity in the stock markets, and security houses are more optimistic generally. Many industries are beginning to take back their men. A pedlar of tea, from house to house, who has a good reputation, says he did a good business in January because many of his customers were getting back to work. Unquestionably the business of the country is being reorganized, and for that purpose "our house has been set in order."

Stocks in wholesale houses are lower, and those in retail stores also. At some of the largest jobbing centres stocks are said to be only 50 per cent. of normal. This condition cannot remain as it is. Meanwhile the people are continuing to avoid incurring liability, and have very appreciably lowered that which accumulated during the years of abnormal expansion.

We can look forward, therefore, to a steady improvement, which will become quicker as a new crop season approaches. For the moment uncertainty as to tariff is acting as a deterrent to business, and is the cause of some speculative buying of commodities.

A GOOD PERCENTAGE of the eighty million dollars distributed in Canada for war supplies will find its way to the retail stores.

LONDON FINANCIAL CIRCLES now are looking for a collapse of Germany in a few months. The earlier fear of several years' duration finds little credence now. This all helps business.

Effects of Quantity Displays

Quebec Dealer Tells How He Has Increased Demand for Olives by Presenting His Customers With a Large Assortment—Began Selling Olive Oil by Displaying it on Small Table—Induces Patrons to Buy More Than One Jar of Marmalade and Jam.

Written by J. E. GROULX, Outremont, Que., for Canadian Grocer.

AFTER doing business in Outremont for a year and a half, I discovered there were people in town who ate olives and used olive oil on their salads. It was a very agreeable discovery. But I went slow at first, buying only by the dozen. Soon it was brought home to me that the bigger the assortment I had the bigger the sales. Now I buy olives ten cases at a time, and these only last a couple of months. I have built up this olive trade in one year.

This is why a good assortment pays. People came into my store, were attracted by the olive display, and asked regarding prices. There is one thing I don't mind doing—handing bottles down for customers. People who eat olives are mesmerized by a big assortment. At first they don't know which to take, but they are sure to buy. I remember one

Table Trim of Olive Oil.

The same with olive oil. I was selling none. A start was made with a special brand, which I displayed on a table in the store. It was springtime, when people were eating lettuce and tomatoes. The olive oil looked good, and that first table display laid the foundation for a very profitable business. Of course, much depends upon the locality. I know places where you could not sell a quart bottle on a bet, whereas here I find no difficulty in getting a dollar per bottle.

That idea of selling several bottles where a customer has difficulty in deciding on a particular brand, will often work out in the case of jam. I fill my shelves across the counter where the customer stands with six different makes of jam and marmalade. There are also potted meats, and further along are the olives and olive oil, three tiers on each

It is an easy thing to hand those jams down. Several times I have sold three or four jars of different makes because they all looked good to the customer. The shelves are filled every morning.

MARKING A CHEQUE "IN FULL SETTLEMENT."

THE opinion is widely entertained in trade circles that when a cheque is marked "In full settlement" by the drawer it cannot be retained and treated as a payment on account. A case recently tried in the City of London Court serves, says the Draper's Record, as a reminder that this doctrine must not be accepted without qualification. The plaintiff kept the cheque so marked and subsequently sued his debtor for the balance of the account. The court held that he was within his rights in so doing. It is, therefore, clear that the mere endorsement of the cheque is not to be interpreted as meaning that the recipient agrees to the special condition set out on the face of it. At the same time it may be presumptive evidence of an agreed settlement. Each case will have to be determined on the facts.

Probably the most satisfactory course to pursue in such circumstances would be to send the cheque back, declining to accept it in settlement. No misunderstanding could then occur, but, as the judge pointed out, it might result in the creditor being kept out of his money for several months. The subject is not free from difficulty, but commercial sentiment generally would be opposed to accepting a cheque so marked and then repudiating the condition. This, of course, is not to say that circumstances could never justify such conduct.

THE MARKETS ARE VALUABLE.

MacLean Publishing Co.,

Dear Sirs,—Please find enclosed express order for \$2 subscription for Canadian Grocer for 1915. I value the paper very much as giving the markets up to date.

I like to get it on Friday, as it gives me butter and egg market for Saturday, as I buy a good quantity.

ROB ROBERTSON,

Shanty Bay, Ont.

J. E. Hunsicker, wholesale flour merchant, Coristine Building, Montreal, has been on the sick list for several days.



View of the shelving and bin fixtures in the store of J. E. Groulx, Outremont, Que.

man in particular; he could not decide, so took several bottles. New business is usually built up by selling small bottles to begin with. When people have acquired the taste, they come for larger bottles.

shelf, giving the impression of much jam and marmalade. It is very tempting. These jars sell themselves. Out of about sixty cases I have disposed of more than half since September. And this is only a medium corner grocery.

The Outspoken Customer

Receipt of Stale Goods by a New Customer Caused Outburst Against the Grocer—Care Needed to Prevent Customers Becoming Dissatisfied.

By E. A. HUGHES.

MR. ABLE rubbed his hands. Apparently he was pleased. He turned to Judkins, his clerk, and said: "That woman ought to be a good customer, Judkins."

"Yes," answered Judkins, "she ought. The thing to do now we have got a customer is to keep her."

The woman they referred to had just left the store after giving an order which amounted in value to \$5.

Mr. Able rubbed his hands some more. "You see, Judkins, she is a woman who has taken that big house on Cedar Street. They have a big family, and they do quite a lot of entertaining, I am told." So Mr. Able went home happy that night.

When he came down next day he paused on the threshold of his store. Some one was raising Cain—whatever that is. Mr. Able was surprised to see that of all people it was his customer of the previous day, Mrs. Barnes. She was uttering diatribes against grocers in general, and Mr. Able in particular, with an eloquence that would not have disgraced a suffragette meeting.

"And, see here, young man, when I order tea I expect tea. I don't expect something that might pass for mummy dust."

"But, Mrs. Barnes—" said Judkins.

"No, sir, as I was saying, I do NOT expect mummy dust. The tea that you sent me was not bought this year, no, nor last."

At this moment Mr. Able entered the store.

"Good morning, Mrs. Barnes," he murmured sweetly, "it's a nice morning."

"It IS a nice morning, Mr. Able, but that doesn't alter the fact that the tea you sent me wasn't worth drinking."

"Wasn't worth drinking, Mrs. Barnes?"

"No, sir; wasn't worth drinking," burst in the good woman. "And as for those pickles, why, those weren't pickles; they were getting along to the fossil stage. There wasn't enough vinegar for them to swim in. Of course, that was only to be expected when the cork had rotted to about half its usual size, and—"

"But, Mrs. Barnes—" murmured the grocer.

"Then you take that breakfast food," said the irate lady. "At least it was to have been breakfast food, but my husband said it resembled dried tobacco. How long it had been on your shelves goodness only knows. As for—"

"But, Mrs. Barnes"—Mr. Able again tried to get in, but found the house full.

"Then there was that cooked meat. I put it on the table for lunch, but my husband complained of some unusual aroma and suggested I give it to the dog. But I had too much regard for the dog. Then, again—"

"But, Mrs. Barnes"—Mr. Able's voice was now very soft and insinuating.

He was tired of the war. He wanted peace at any price.

"And I might suggest, Mr. Able, that you occasionally remove the dust from the top of your salmon tins, and also that when you want to get rid of old stuff you might paste a new label over the discolored one. Good morning—"

"But, Mrs. Barnes"—Mr. Able threw himself once more into the breach.

"I said good morning, Mr. Able," and the woman went out of the store.

Mr. Able watched the door close; then he gave vent to his feelings. The writer doesn't apologise for not printing what he said. The editor wouldn't allow it. Bye-and-bye Mr. Able slowed down.

A traveler from a wholesale grocer came into the store.

"Good morning, Mr. Able, how are the pickles? And I guess your stock of tea is running low," he said.

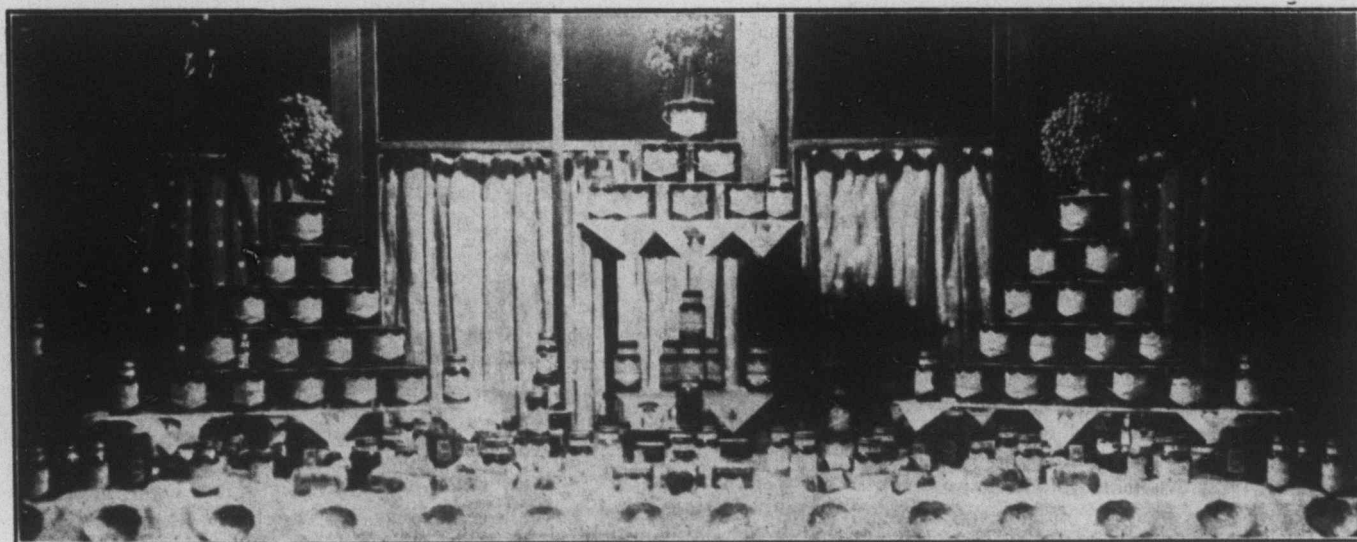
Mr. Able looked at the traveler once. Then he caught sight of Judkins, the clerk. "Do we want any pickles, Judkins?"

"Yes, Mr. Able, we do, but if I were you I'd order a dozen bottles instead of three dozen. Then with ordinary luck the customer who gets the last bottle will find that the pickles have enough vinegar to swim in." And Judkins smiled to himself.

* * *

Judkins went home in the street car, and, like a wise clerk, took out his copy of "Canadian Grocer." He came to the series on "Why Retailers Fail." "I know one retailer who's going to fail if he doesn't look out, and I know the reason," he said to himself. And he went on reading.

Bye-and-bye he looked up from his paper. "She certainly handed it to the boss," he said.



An exceedingly neat looking window display of jams, mar malades and preserved fruits that will be appropriate now.

Why Sugar Has Advanced

Rose in New York \$1.05 Cwt. in Two Weeks, Whereas in Canada the Advance Was But 50c—
Scarcity of Freight Bottoms One of the Chief Reasons — Rains in Cuba Lower
Production Estimates.

BETWEEN Wednesday of last week and Monday of this, sugar on the Canadian market has advanced no less than 50 cents per cwt. This was somewhat surprising to many who scarcely looked for so many advances in so short a time and of such proportions. It reminded one of the crazy flurry that followed the outbreak of war last August and September.

Sugar on the Montreal market to-day is \$6.81, as compared with \$4.25 a year ago. Of course, it should be understood that 70 cents of the \$6.81 is war tax, and, therefore, purely local.

A combination of causes forced up the market during the past week. Probably the most important one was the rapid advance in freight rates between Cuba and America. This was in turn caused by the demand for freight vessels from the British Government, which has

caused a great scarcity of transportation facilities except at exceedingly high prices. In normal times the freight rates are around 8 cents per hundred, but now they are more than 30c, or an advance of 24 cents on the hundred on the transportation of the raw sugar.

Just when this situation will be relieved is purely speculation, and in the meantime there will be considerable gambling done by the speculator. This competition for ocean-going bottoms is keen, particularly as Great Britain is engaged in a life-and-death struggle, and is prepared to go to the limit to get what she wants.

Then, again, the making of the Cuban crop has been deluged by heavy rains, which have occurred frequently, and which have caused a considerable reduction in the original crop estimates. Since the middle of January the reduction in

estimates has been more than 100,000 tons. When New York buyers discovered that Britain had under contract so many transport vessels, they woke up and got into the market. At the same time the country woke up to the fact that there were going to be higher prices, and as usual when advances are anticipated everybody wanted to buy.

The result was that in two weeks' time refined sugar on the New York market went up from \$4.95 to \$6, an advance of \$1.05. During the same period sugar in Canada only rose 50 cents, so that we may see still further rises here.

One thing is sure, and that is, that the commercial world will not buy more sugar than for commercial needs, and the speculator may sooner or later overreach himself. The advances so far in Canada have nothing to do apparently with the tariff.

The Nineteen Fifteen Store

The Rapid Advance Made in Merchandising in Past Half Century — Civility to Visitors, Lookers and Purchasers — The Importance of Personality.

By JOHN WANAMAKER.

THE stores of fifty years ago, compared with the stores of to-day, look like little candles compared with the present 500-watt tungsten lamp. In the best type of the modern store the floors are all level from street to street. There are not crowded aisles. There is abundant light everywhere. The ventilation is perfect. A complete stock of merchandise is kept up the year around.

Safety first, no matter what the expense, is the daily duty a store holds to its ever-increasing patrons. As yet nobody has said that we have made a mistake in providing comfort and securities for the safety of our customers.

Politeness Is Natural.

It will naturally follow that no one connected with a store will be lacking in politeness to the visitors, lookers and purchasers, who care for civility but not for familiarity. No matter how many advantages we have to offer in our continually fresh-reinforced stocks of merchandise, and however carefully it is priced at attractive and just prices, no-

thing is so much appreciated as prompt, quick and good service at every counter and corner of the store.

Few persons understand that there are "seconds" in almost every class of goods, that cost the dealer less, and should be sold to the consumer at a lower price, but are frequently palmed off on customers at the top price, or, what is worse, the goods are advertised as the standard goods selling at an off-price, when the price charged is what the same goods are sold at by reputable houses.

It is hardly to be expected that all customers know the tricks of the trade; nor can they know the actual values. Therefore, it is well worth while to try to ascertain facts and compare merchandise. With few exceptions goods can be sent home from more than one store, and this house was the first to accept returns of purchases not wanted by buyers. The only business that will satisfy us is that which is genuinely right and gives full value for money paid.

From the first letter of the alphabet

to the last a store must make good in the character of the advertising. In shaking an apple tree the first to fall are the rotten apples. To shake a store by its own advertising pole will often reveal its fictitious claims.

It is always difficult to get definite facts on any subject. It is certainly important that everything put into type be accurate. Advertisements must be news of fresh goods. They must be printed in good English, must be devoid of mis-statements, must convey information to clerks and customers, must offer fair service, and must tell of just prices.

From every room under the vast roof we have barred out—deception, dishonesties, delusive statements, disguised goods, and pilfering prices. Our store will play fair or not at all.

To be personally "on the job" as President Wilson says is the fundamental law of all successful storekeeping. Business is not a matter of machinery. It is not a great granite building. It is not iron and steel and rock: It is the human force that is in it. It is the man.

Proper Lighting of Show-cases

These Should be Interior Show Windows—View of Contents Must Not be Obstructed—A Good Type of Reflector—Do Not be Niggardly.

By A. J. Edgell.

PROPER lighting of the store interior does not end with the installing of correct lighting fixtures in the ceiling for the general illumination of the store.

A well-lighted show-case is as attractive an object in the store interior as a brightly illuminated window is to the outside.

So far as lighting is concerned, probably the most abused selling privilege is that which lies in show-cases. Cases costing \$4 per foot, more or less, are sold to the merchant in the first place because they will enhance the appearance of his store and fill the role of silent salesmen. Much talk is made about the great amount of merchandise these beautiful show-cases will sell. The possibility of doing this is there, and the well-lighted show-case with properly displayed goods will pay for itself over and over.

Storage for Surplus Stock.

How does the average merchant utilize the opportunity? Many times after the novelty has passed the show-cases are used as storage places for surplus stock. The lights are seldom turned on and the beautiful show-case is doing work for the merchant that a fixture costing one-fourth as much would do, and better. Sometimes the case is used for the display of merchandise as originally intended; but the lights are used only on special occasions.

The Lights Turned Off.

Not infrequently the cases are removed from one section to another, the lighting wires severed and never re-connected in the new location.

Because of these things, what originally were intended as interior show-windows are as much use in this respect as the show-window whose owner counts on the light from the street lamp on the corner to illuminate his displays.

Show-cases should be interior show-windows, rows of them forming streets in the store interior, selling their contents to the shopper as do the show-windows. They should never be used as storage places any more than show-windows should, and during all the hours when shopping is done, should be lighted in order to create sales, assist the customer in making a choice and aid the salesmen in interesting the customer in his goods.

The merchant who owns a small spe-

cialty shop, in the high-rent district, where he is required to do business on the intensive plan and make quick turn-overs, will generally be found making excellent use of his show-cases.

It sometimes happens that show-cases through an oversight are not equipped for lighting. That need not cause any hesitation on the part of the merchant who wishes to avail himself of every opportunity he has. The cost of installing show-case lighting equipment is not great enough to be considered in view of the increased selling efficiency of the lighted case.

Light From Top and Front.

As in all store lighting, there are several good and many bad ways of lighting show-cases. The same principles apply as in show-window lighting; the light should come from the top and front of the case, the light source itself being concealed from the customer's eye. In addition, good show-case lighting requires that the lighting equipment obstruct, as little as possible, the view of the contents of the case, and care must be taken that the lamps installed do not make the case excessively hot. Many show-cases, because of an endeavor to make them dust-proof, have little or no means of ventilation, so the question of the amount of heat generated is of importance if cracked tops or sides are to be avoided. Under no circumstances should a show-case have large unshaded lamps either along the top, front edge or down the side. The former is dangerous and the latter bad lighting practice.

A Tubular Lamp.

A special type of Mazda lamp is made for show-case lighting. Instead of being pear-shaped, this special lamp is made tubular and is about twelve inches long and less than one inch in thickness.

The filament, as the part which "burns" is called, extends from end to end in an unbroken line and so gives a line of light.

Special reflectors are made for use with lamps of this type. These are shaped like the trough reflectors used for window lighting, and are in extensive use, as they light the cases effectively, and being compact, fit into the angle made by the intersection of the top and front and do not materially obstruct the view of the merchandise.

Good Type of Reflector.

Another type of reflector that is meeting with much favor has recently been placed on the market. This is made of one piece of blown glass with pure silver reflecting surface, and is used with a round candlebra Mazda lamp. This reflector is also very compact and the wiring which connects the reflectors is enclosed in pipe of very small diameter. Wall cases and cases on the store exterior bulletin boards with the store's ad, and various other places will be made to do their work better if lighted in either of the ways mentioned.

True economy in store lighting means getting the greatest benefit from the current consumed. If the newest types of Mazda lamps are used and the installation has been planned by an expert, every dollar's worth of current burned will give full value as a sales-help.

It is an excellent plan to see that the lights in unfrequented sections such as stock-rooms and large floor areas where few customers go, are not burned needlessly.

"Save the Juice."

"Juice" is the word by which electric current is known among electric workmen, and one large electrical concern has hanging from each lamp a card, saying, "Save the juice, Save the juice, turn off this light when not in use." The desire to prevent waste of current is apparent all through the electrical industry and the constant endeavor is to give better service at less current consumption. The idea of a few years ago, that a central station, as the light power company is called, rejoiced at the big light bills has been dispelled.

The lighting company desires that the merchant get full lighting value for all the current consumed and is willing to assist him in eliminating waste. It is interesting to note that while the cost of all other necessities has steadily increased, electric lighting has steadily grown cheaper.

Because of this fact the turning out of lights in the little-used sections of the store in itself will not make a material saving, but as the burning of these lights is a waste, the waste should be eliminated.

The attempts to economize in the busy sections of the store is quite a different matter.

(Continued on page 32.)

Retailers' Problems Discussed

Market Operation to be Investigated—Bread Manufacturers Scored for Cutting Profits of the Dealer—Following Budget Closely—Flour Branding Act in a Muddle—
The Time to Advance Prices.

TORONTO, Feb. 11.—(Special).—The present methods upon which the St. Lawrence Market is conducted formed one of the subjects discussed at the meeting of the Toronto Grocers' Section of the Retail Merchants' Association at its regular meeting Monday night. Chairman Neil Carmichael presided.

W. J. Parks asked if it was true that the market was used by hucksters and not farmers. If so, why should the retailers help to maintain the market for the benefit of these hucksters, who compete with the retailers and yet pay nothing for the upkeep of the market, and frequently little or no taxes for the maintenance of the city. The discussion drew out many expressions of opinion and eventually on motion of D. W. Clark and Robt. Dawson, it was decided to appoint a committee to wait upon the property commissioner to discuss the whole market question and to determine just where farmers, hucksters and retailers stand. This committee is composed of Chairman Carmichael, W. J. Parks, Samuel Bone and Provincial Secretary E. M. Trowern.

The bread question was another upon which many of the grocers ventilated their views. The association is indignant over the methods of some of the large bread manufacturers who advanced their prices to the retailer and not to the consumer, therefore making the retailer bear the burden of the advance and cutting down his profits considerably. F. C. Higgins condemned strongly the actions of any manufacturers who who did this upon such a basis. The principle was entirely wrong, he claimed, and the retailers should allow no manufacturers to ride rough-shod over them, and attempt to compel them to do business at less than cost. "The manufacturers," he added, "were making no advance to the consumer, but they ask the retailers to bear the entire loss. Every retailer should get fair and square profits on every line he handles, and should endeavor to cut out those men who do not give us a fair and square deal." On the motion of Mr. Higgins and D. Nicolson, a resolution was passed condemning in strong terms the action of certain bread manufacturers for advancing their prices to the retailers and keeping them the same to the consumer. The resolution intimated that this trans-

action was certainly an unwarranted affront to intelligent business men.

May Consider Budget.

It may be that when Finance Minister White brings down the Budget towards the end of the week or the first of next the retailers will hold a special meeting to consider the matter. They are expecting several war taxes on foodstuffs. One of them asked, in case there is a war tax on a certain line of goods—with the retail price to the consumer marked on it—have the retailers the right to use a rubber stamp and stickers changing the price. Provincial Secretary Trowern gave it as his opinion that this would come within the rights of any retailer, so long as the article was not sold at a fixed contract price to the consumer. No manufacturer, he said, could register a price with the Federal Government. They of course, register a trade mark but not a price. He deplored the practice of many manufacturers of putting up prices to the retailers by narrow margins, and hoped that when the Budget was announced prices on foodstuffs would be advanced to such an extent that the retailer could also advance his prices to the same extent.

When there is an advance, for instance, of only a cent a pound on many articles, it was impossible for the retailer to advance his price, particularly if the article were in the first place sold at a popular price—5c or a multiple of 5. The general opinion of the meeting was that a small tax on any foodstuff would be most unfair to the retailer. S. Bone contended that the retailers should not be called upon to pay other peoples war taxes. A resolution was forwarded to the Federal Government contending that if any measure was adopted to increase the revenue, that the duty be so arranged that the burden would be born equally by all, and that the interests of the retail merchants would be safeguarded against special or unfair taxation. This resolution was moved by S. Bone and Donald McLean.

Act re Flour Branding.

E. M. Trowern who visited Ottawa since the last meeting, told of his interview with the Federal authorities with reference to the amendment to the Sale and Inspection Act, referring to the branding of flour and cereals. This has already been referred to in Canadian Gro-

cer. Mr. Trowern pointed out things are in such a state now that even the Government officials do not know where they are at, and at the present time the retailer does not come under the act.

Prices on various lines were discussed and it was recommended that the retailer should advance his prices just as soon as the wholesalers when the Budget is brought down. This was unanimously endorsed. It was felt that if this was not done, it would be difficult to raise prices later on, in order to maintain proper profits.

While discussing the business tax problem Mr. Trowern pointed out that retailers should not pay business tax on living rooms above their stores. This was new to several of the members and they went home that night resolved to look into this matter of their business tax at once. The business tax should only be paid 2-3 of the value of the premises, when there are living rooms above the store.

PROPER LIGHTING OF SHOW CASES.

(Continued from page 31.)

Nearly every one has experienced the temporary semi-blindness that comes from stepping from the bright daylight of the street into a dark store. For several minutes, until the eye adjusts itself to the comparative darkness, the view of the interior of the store is very hazy. Even in some large department stores the sections of the store near the street are in semi-darkness at noon day.

This condition is most likely to exist on those days of the week on which business is duller. A mistaken idea of economy impels the floor manager to turn out many of the lights.

The floor-manager who goes about turning out lights would not think of furnishing newspaper to the salespeople to wrap the customers' purchases in, but he would hurt the store's business no more by doing this than he does by giving the "hard up" appearance that comes from semi darkness. Every customer who enters knows the reason for the darkness is the desire to economize. That would not matter if she felt that the economy would benefit her, but she doesn't. She thinks the store is niggardly and hastens to the store where bright lights give an air of prosperity.



The Clerks' Page



THE ENCYCLOPEDIA

The Artichoke is a plant somewhat resembling the thistle. It is cultivated for its flowering head, gathered before the flower expands. The edible portion is the fleshy part of the calyx—the "bottom" or basin of the blossom—and the base of the leaves of the flower. The flesh corresponds to what children call the "cheese" of the ordinary thistle. As eaten here, it is generally boiled before serving, but in Europe it is popular raw, seasoned only with salt and pepper.

If cut so as to leave an inch or two of stem, artichokes possess good keeping qualities, frequently remaining quite fresh for two weeks or longer under average retail conditions.

Canned artichokes, principally the fonds or "bottoms" only, are imported from Italy and France. The small artichoke buds are used chiefly for garnishing.

The Jerusalem artichoke is an entirely different plant.

RAREBIT.

Welsh Rabbit or "Rarebit" is made of dry cheese, melted with a little old ale and poured over slices of hot buttered toast. Seasoning and other ingredients, as sauces, etc., are added according to individual taste.

Many argumentative wars have been waged on the question of whether "rabbit" or "rarebit" is the correct word. Modern dictionaries give the preference to the former, but "rarebit" still has a great many energetic defenders. The term is probably a jocular hit at the Welsh, as in New England a salt cod is styled as a poor man's "turkey."

THE ASPARAGUS VEGETABLE.

The Asparagus, which was a favorite vegetable of the ancient Romans, is a native of Europe. In this country, only the "spears" are eaten, but in other parts of the world the seeds have been largely used for coffee—they are still recommended for that purpose in some parts of Europe—and a fermented spirit is made from the berries.

An asparagus bed will continue to

produce for a century, but it is at its best between the third and sixth years. Its commercial productivity is generally limited to fifteen years, as the stalks become smaller and less desirable with age unless fertilization is very heavy. The roots are buried from four to ten inches below the level and the sprouts or spears are cut as soon as they reach the surface or a few inches above it and are then tied in bunches for the market.

The extension of cultivation has resulted in changing asparagus from a vegetable almost exclusively for the well-to-do into one within the reach of nearly everybody. It is furthermore a vegetable of great adaptability—it can

be readily grown all the year round, though the northern winter supply is necessarily somewhat expensive and is nearly as good canned as fresh.

The two principal market divisions are into the "green," in all sizes and qualities, and varying from bright green to purplish; and the "white," generally more or less tinted with purple and usually in the large size. The white is obtained chiefly by deep planting of the roots or by banking earth up around the shoots, but some special varieties grow nearly white without this assistance. The preference for one or the other is in some sections a matter of fixed local sentiment, and in others is subject to changing fashion.

In cooking fine fresh asparagus, it is best to stand the bunch on end, leaving about an inch of the tips above the surface of the water. In this way, it is possible to cook the spears thoroughly without destroying the appearance of the tips. If the tips are not sufficiently cooked by the steam, the bunch may be laid on its side for a few minutes immediately prior to taking out.

STILL ANOTHER ANSWER.

Editor, Clerk's Page.—Re salary question. A and B start work with the same salary, viz., \$500 per year.

A gets \$50 raise every six months.

B gets \$200 raise every year-end.

Who is the better off?

A's salary for first year= $\$500 + \$50 = \$550$.

B's salary for first year= $\$500$.

A is better off at end of first year by \$50.

A's salary for second year= $\$550 + \$100 = \$650$.

B's salary for second year= $\$500 + \$200 = \$700$.

B is better off at end of second year by \$50.

If the job was for one year only I would take A's place, but if for more than one, I would take B's place. I can't see how A is better off by \$350 at end of third year, when B's wages for three years= $\$500 + \$200 + \$200 = \900 , and A only receives $\$50 + \$100 + \$100$ ($\$250 + \500)= $\$750$ in three years.

RETAIL CLERK.

Sydney Mines, N.S.

WHAT BECOMES OF THE 5 CENTS?

The last arithmetical problem submitted to the readers of this page showed that clerks are interested in mathematics. So here is another. A grocer places two boys at the front of the store to sell oranges. He assigns 30 oranges to each with instructions to one to sell at 3 for five and the other at 2 for five. It will be seen that at the end of the day the receipts would be as follows:

30 oranges at 3 for 5 equals 50 cents.

30 oranges at 2 for 5 equals 75 cents.

Total, \$1.25.

Suppose next day he wants the boys to do the same thing, but one of them in the meantime has become ill. So he gives the other boy 60 oranges and asks him to sell them at 5 for 10 cents:

60 oranges at 5 for 10 equals \$1.20.

The problem is what has become of the other 5 cents? Why shouldn't the receipts each day have been the same? Please send replies to The Editor, Clerks' Page, Canadian Grocer, 143-153 University Ave., Toronto.

A SUCCESSFUL LENTEN CAMPAIGN.

(Continued from Page 25.)

the pyramids of the circle of canned goods.

"By hang," ejaculated Jepson when he saw it completed, "that's sure a mighty fine display. If that doesn't tickle the palates of some of the people of this town, then I'll eat my hat—it makes me want to eat something anyway."

The proprietor didn't have to eat any felt. People he had never seen before came into the store and bought goods shown in that window. Congratulations came from all sides, and what was of more importance, orders for Lenten goods came too. The display showed that what the public wanted more than anything else were suggestions as to what they should eat during the Lenten season. Some grocers get the idea that Lent is a time for fasting and that people simply refuse to eat. Such is not the case. A few may "swear off" on candy or beverages just to demonstrate they have the will power to do it, but the majority transfer their tastes from one food to another. The lines shown by Haslam were splendid substitutes for meats which so many abstain from eating on the fast days.

New Show Case for Fish.

An improvised display stand was put together by one of the clerks for showing fish. It was made to look as neat as possible, and placed just inside the entrance and across it. It was kept clean and well iced so as to impress upon customers the sanitary conditions under which the fish stock was kept. Lent, however, had not altogether passed before the proprietor was induced to purchase a brand new fish show case with a glass top that could be easily raised. Large quantities of fish were disposed of in the early part of the season, but with the new case sales greatly increased—all of which went to demonstrate the selling advantages of clean, sanitary and modern equipment.

"That fellow can get anything he wants," remarked Jepson one day, as he told me of the new piece of equipment for displaying fish.

"I certainly don't regret the expenditure, for I know that we shall easily save the price of it this year," he added.

Used Descriptive Ads.

The usual newspaper space was devoted to Lenten goods. Not merely were there some lines of goods mentioned, but each line advertised was described in a manner that whetted the appetite of the reader. For instance, there was no such statement as "Canned Salmon—25 cents," but "Canned Salmon, one of the most nourishing of fish foods, can be

served in many ways. What is more delicious than salmon pie? Small tins, 15 cents, and large ones, 25 cents."

That was the sort of advertising which Haslam believed in, and Jepson will tell you to-day that it was the only kind of advertising that ever brought him results that would justify him in calling it a good investment. He was never a price cutter, for he did not believe in giving goods away. So the only other method open to get turnover through advertising was by giving descriptions and informative talks about the goods, and so creating a desire for them. His head salesman took that course and made good.

A Contrast.

Across the street from the lively Jepson establishment was another grocery. The windows could scarcely be seen through for dust. Dirty, stale goods, which had apparently lain there for a month, repelled business rather than attracted it. And still the proprietor wondered why people stopped and stared at the windows of his competitor, and why so many went in to buy. Some of his good customers even, whom he had always thought belonged exclusively to him, were coming out with parcels under their arms. Why was this the case? He could not answer, for he was blind to anything but his own slow and tedious ways. He waited with sombre patience for the increase in business which never came. Truth was he had parted company with the advancing times. No move was made at the capitalization of the seasons—except that when Lent opened he put a dirty-looking keg of salt herring out at the door, and that at Christmas he was in the habit of showing a few striped candy walking canes. How could he hope to succeed with such aggressive competition across the street?

SCRAP BOOK FOR IDEAS.

Many clerks who read Canadian Grocer regularly, maintain Scrap Books in which they paste anything of interest they find on it. One of these scrap books was run across by the writer the other day in Hamilton. It belonged to Wm. March, head salesman for the Peebles, Hobson Co., and a glance over it showed that here was one enthusiastic salesman who is anxious to learn more about his business. Mr. March has spent already more than a dozen years in the grocery business, having begun in the trade in the Old Country. Nevertheless, he says there is always something new to learn, and he watches his trade paper carefully for some of those new things. Not only does he clip important items from the Clerk's Page, but from the other pages in Canadian Grocer. He has

several ideas in the Scrap Book on show-card writing, and is gradually becoming an efficient card writer himself, simply by following up the ideas presented in trade papers and practising all the time. Show-cards are used throughout the Peebles, Hobson store, and good results are being secured from them. Here is a cue for other Canadian clerks, who are readers of this page.

THE NEW GROCERY BOY.

He sampled the raisins, the prunes and the rice;
He sampled the crackers, the cocoa and spice;
He sampled the apples, the coffees and teas,
But balked at the scent of the limburger cheese.
He sampled the currants, the sugar and jam;
He sampled the herring, the cheese and the ham;
He sampled the jellies and pickles in glass,
But sniffed the tobacco and said that he'd pass.
He sampled the candy, he sampled the flour,
He sampled the sweet stuff and sampled the sour;
He sampled away till the daylight was sped,
When his tummy rebelled and next day he was dead.

—The Ideal Grocer.

QUESTION FOR SOME LONDON GROCER.

Editor Canadian Grocer.—The question has been raised by a number of grocers—which is the better way to deliver goods—auto or horse? I believe an experiment has been made by a London grocer. He bought an auto for \$125 and three horses for \$45, or \$15 each. I would like to know what the result of his experiment was.

OLD SCOOP.

W. C. Coir, general merchant, Morrisburg, Ont., is succeeded by A. E. Clement.

The Retail Grocers' Association of London, Ont., are sending out invitations for a progressive euchre and dance to be held in their new rooms, over the Imperial Bank, on Tuesday, February 16th. The grocers' wives, daughters, sweethearts and lady clerks, as well as the male employees, are all invited. The executive is making elaborate arrangements for the affair. President Palmer, Secretary Harley and Past President Ranahan are looking after the social part and orchestra.



Current News



Quebec and Maritime Provinces.

H. Messier & Fils, grocers, have registered at St. Hyacinthe, Que.

Geo. F. Blanche, grocer, Amherst, N.S., sustained a fire loss recently.

J. W. Clayton, grocer, St. John, N.B., sustained a fire loss last week, partially insured.

A. S. Kendall & Co., general merchants, Lawrenceville, Que., have sold to L. G. Lavigne.

Discussing the rumor of suggested increases in freight rates in Eastern Canada, J. E. Dalrymple, vice-president of the Grand Trunk Railway, said that while definite conclusions had not been arrived at, the railway officials were working along lines somewhat different to those adopted by the American railways, it being thought that with our different situation in Canada a horizontal advance of any given percentage would not work out satisfactorily. Further developments will appear in a few days.

Ontario.

T. R. Coates, grocer, Simcoe, Ont., has sold to Walter Gamble.

G. W. Godden, general merchant, Harold, Ont., has sold to Thos. Cranston.

Jas. Clarke, general merchant, Bolton, Ont., sold to G. W. Staples.

The Sarnia Co-operative Society, Ltd., has disposed of its business.

The last issue of the Oshawa "Ontario" contained the window display of Puckett & Scilley, of that town, which won first prize in Canadian Grocer's Christmas window contest.

The annual meeting of the North Toronto Retail Merchants' Association was held last week. The proceedings took a social form and afterwards the election of officers for the coming year was held. The officers elected were:—President, W. E. Gibbons; secretary, C. E. Rudlen; vice-president, B. S. McMurtry, and treasurer, C. H. Moore.

Twenty-six thousand cases of canned goods have been removed from a Belleville factory to make way for dormitories for the volunteers of the 39th Battalion of the third contingent, which will mobilize in this city. The agent for the Grand Trunk Railway secured an order to ship the goods westward. The shipment will mean between 25 and 30

carloads. This is the biggest shipment of canned goods that ever left Belleville.

Western Canada.

Charles Ritz, sales manager for the Robin Hood Mills, Ltd., Moose Jaw, is visiting his home at Mitchell, Ont.

The H. G. Smith Company, Regina, wholesale grocers, are opening up a fruit department in connection with their grocery business.

J. H. Tapley, manager of the provision department of the Swift Canadian Company, Limited, Winnipeg, Man., has been transferred to the Edmonton plant of the same concern. He has been connected with the Winnipeg plant for the past nine years. He was presented with a beautiful diamond stick pin by his associates.

AIMS OF VERNON ASSOCIATION.

President Discusses the Work Undertaken and Accomplished.

Vernon, B.C., Feb. 10.—At the first of a series of social and business meetings held by the Vernon Retail Merchants' Association the feature was an address by the president L. J. Ball on the Aims and Objects of the organization. He defined as the most important object of the association the establishment of a spirit of harmony and good fellowship, of confidence and loyalty among the business men of the community.

"Another and more material object of the association is the regulating of credits, and the elimination, as far as possible, of the bad debts nuisance," said Mr. Ball. "Some members have the impression that this organization exists almost entirely for the collection of bad and doubtful accounts. I wish to impress upon you that this association does not exist to collect bad debts, but to prevent them. Those members who use the facilities afforded by the association, and observe the information which is available through the office of the secretary, will not have many accounts to hand in for collection."

The speaker also pointed out that the Small Debts Court is the result of an effort of the Retail Merchants' Association, and dealt at some length with the usefulness of the "confidential list."

"The confidential list is intended merely as a business barometer," he continued, "and does not prevent any business man extending credit to anyone he deems worthy of it; but if he does this in the case of a man whose name appears on the confidential list, he knows that he is taking a risk against which he has been cautioned."

The organization, the president pointed out, secured far more attention from civic, provincial or dominion governing bodies than would be accorded to individuals or miscellaneous committees, and cited amendments secured to the Traders' License By-law.

The regulating of the transient trader and pedlar, and the doing away with questionable advertising were also listed among the noteworthy achievements of the association. The benefit to a business man of securing past records of customers, and credit ratings from almost every town and city in the Dominion was gone into. The speaker closed with an urgent plea for a larger measure of support and sympathy for the local association from Vernon business men.

This address was followed by a short informal discussion of the points brought out, a discussion participated in by H. Curtis, E. Dixon, J. Jenkins, W. R. Megaw, C. J. Whiten and F. W. Rolston. A decidedly enjoyable program had been prepared, refreshments were served during an interval at 10 o'clock, and cigars and cigarettes, were passed around.

FIGHTING FOR THEIR COUNTRY.

More than 400 of the employes of Peek, Frean & Co., biscuit manufacturers, London, England, are serving with the colors in the European war. One of the number has already a distinguished service order for valor under fire. Eight of the same firm's overseas representatives are also with the forces of the empire. Such patriotism demonstrates why it is Great Britain has remained great for so many centuries and why her subjects on every continent have continued to enjoy unsurpassed freedom down through all these years.

Sugar Advances Total 50 Cents

During One Week the Advances Came Rapidly—High Freight Rates One of the Chief Causes
 Jams Likely to Follow—Another Advance in Beans in Montreal—Cocoa Goes Up
 About Six Cents on Primary Market—Macaroni Situation Strong
 —The Budget Awaited by the Trade.

Office of Publication, Feb. 11th, 1915.

THE grocery market during the past week has been visited by three advances in sugar on the Canadian market, totalling 50 cents per hundred pounds. While the market began to show some signs of strength the week prior to the advances, it was never thought that it would run up so rapidly. There are too, prospects for higher prices. One of the chief reasons for the advances is the fact that freight rates from Cuba to New York have almost trebled. Since the middle of January the rate has advanced from 8 cents per hundred to 31 cents, due to the British Government requiring so many bottoms for its own use. This created a scarcity of tonnage when the Cuban crop came on and this made sugar actually scarce. Into the bargain the making of the Cuban crop was deluged by heavy rains and the anticipation of another war-tax by many has still further aggravated the situation. Should there be an extra war-tax imposed—which from the standpoint of reason does not seem probable—sugar is sure to advance the extent of the extra tax. In about two weeks the refined market in New York has advanced \$1.05 per cwt., as compared with 50 cents in Canada, so it would appear that further rises are in sight. Should the freight situation be relieved there would, however, be a strong tendency to ease up the situation. The market is therefore pretty much of a speculation.

If sugar maintains its strength or advances further, there is every reason why jams, jellies, and all kinds of preserved goods will go up. Last year manufacturers of these goods used very much cheaper sugar than will be possible this year. Price of sugar before the outbreak of war was about \$2.50 a hundred less than to-day. This year's marmalade has been made with dear sugar and if sugar maintains a position above \$6 wholesale, jams, marmalades, etc., are sure to advance. The high price of wheat will for similar reasons soon force up macaroni prices.

In the past couple of weeks cocoa has advanced on the primary markets some 6 cents per pound, the cause being the heavy buying by United States buyers acting for European firms. Cocoa is a food with a high value and the nations at war are anxious to have plenty on hand. This market is still advancing.

QUEBEC MARKETS.

Montreal, Feb. 11.—By the time this reaches the hands of the retailer the Budget will most probably have been handed down by the Minister of Finance, and, although speculation should be discouraged, those who have speculated will know whether they have used good or bad judgment. There is one consolation for those who have purchased tea—that the price they have paid, if there is no war tax, will allow them a profit in any circumstance. On the other hand, if there is a war tax, they will have made a tidy sum of money. It is interesting to note the large number of articles both of food and clothing which are expected to come under the attention of the Hon. Mr. White.

The sugar market has undergone a sensational change since a week ago. An advance of fifty cents in the space of five days is important. With the slight decline in wheat which occurred early this week came an end—it may be tem-

porary—to the long series of advances in the price of flour. All depends on the wheat market. If it should begin to soar again, flour may be expected to follow. The oat market is strong too, which has resulted in a number of advances in feeds, and in rolled oats. Grocers will be compelled to charge 30c for large packages of the latter if they are to make any profit.

With the strengthening of the raw sugar market came an advance in the price of molasses, which now costs 43c for the Island of Montreal, and 40c for outside points. Prices on new crop have been named, but as freight rates are not yet known, it is hard to say what the opening price will be for Montreal. It should be around 37c, which is much higher than it was a year ago. However, the crop last year was large.

The Canadian bean market continues to strengthen, and \$3.50 is being asked for 3-lb. pickers. Lima beans are also very firm.

SUGAR.—The market advanced 10c on Wednesday, Feb. 3, as stated in our last issue. This was immediately followed by another advance of 15c. A third advance of 25c took place on Monday, Feb. 8, making a total of 50c, the same as took place in New York during the same period. As refined has since been quoted in New York at \$6, it is likely that a further advance here will not long be delayed. Everybody, of course, is waiting for the Budget at time of writing. Probably the likelihood of a further tax had something to do with the advance in this market, as this fact, coupled with a firmer market for raws, brought about an enormous increase in business. Considerable speculation has been going on throughout the country something similar to that of August and September, which required checking in some cases. Big sales took place in New York of raws at 3¼c.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	6 80
20 lb. bags	6 90
2 and 5-lb. carton	7 10
Yellow Sugars—	
No. 3	6 65
No. 1	6 40
Extra Ground Sugars—	
Barrels	7 20
50 lb. boxes	7 40
25 lb. boxes	7 60
Powdered Sugars—	
Barrels	7 00
50 lb. boxes	7 20
25 lb. boxes	7 40
Paris Lumps—	
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Crystal Diamonds—	
Barrels	7 45
100 lb. boxes	7 55
50 lb. boxes	7 65
25 lb. boxes	7 85
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

DRIED FRUITS. — Trade in dried fruits as far as the primary market is concerned, practically ceased on Tuesday this week. Prices were considered three cents higher all round owing to the possibility of a duty, and little inclination to sell was shown. Apart from the duty question, currants, dates and prunes are strong. Bag figs are strong, but box figs are quiet, as nobody wants them. The former are scarce, and are bringing good prices. Inquiries are being received for Valencia raisins, but they are hard to get.

EVAPORATED FRUITS.		Per lb.
Apples, best winter		0 08
Apricots		0 15
Nectarines, choice		0 11
Peaches, choice	0 09½	0 10½
Pears, choice		0 13
DRIED FRUITS.		
Candied Peels—		
Citron	0 19	0 20
Lemon	0 12½	0 13
Orange	0 12½	0 13
Currants—		
Amalias, loose		0 07½
Amalias, 1-lb. pkgs.		0 08
Piliatras, fine, loose, new		0 07½
Piliatras, packages, new		0 08½
Dates—		
Dromedary, package stock, per pkg.		0 08½
Pards, choicest		0 12

CANADIAN GROCER

Hallowee, loose	0 08
Hallowee, 1-lb. pkgs.	0 07½
Figs—	
8 crown, 12 lb. boxes, fancy, layer, lb.	0 15½
7 crown, 12 lb. boxes, fancy, layer, lb.	0 15½
6 crown, 12 lb. boxes, fancy, layer, lb.	0 15
16 oz. glove boxes, box	0 12½
Prunes—	
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11½
70 to 80, in 25-lb. boxes, faced	0 10½
80 to 90, in 25-lb. boxes, faced	0 10
90 to 100, in 25-lb. boxes, faced	0 09½

Raisins—	
Malaga table, box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster	3 60
Muscatsels, loose, 3 crown, lb.	0 08
Sultana, loose	0 09
Valencia, selected	0 08
Valencia, 4-cr. layer	0 09
Cal. seedless, 16 oz.	0 10½
Seedless, 12 oz.	0 09
Fancy seeded, 16 oz.	0 10
Choice seeded, 16 oz.	0 09½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

RICE.—There have been no changes made in price. Offers have been made for big supplies on condition that the duty—if there is one—be not charged, but these offers have been turned down. The wholesalers in Montreal have placed orders within the last few days, which were filled immediately. One house which bought a carload on a certain morning had it delivered in the afternoon.

Rangoon Rices—		Per cwt.
Rangoon "B"	3 50	
"C.C."	3 40	
India bright	3 65	
Lustre	3 75	
Polished	5 25	
Pearl	5 35	
Fancy Rices—		Per cwt.
Imperial Glace	5 65	
Sparkle	5 85	
Crystal	5 85	
Ice drips	6 20	
Snow	6 05	
Carolina head	7 85	

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

MOLASSES.—The Montreal Wholesalers' Guild met last Friday and decided that owing to the strength of the sugar market, and the scarcity of molasses supplies, they would raise the price 2c per gallon, so that the price for puncheons per gal. in Montreal is 43c, and 40c in the province. Cables from Barbadoes announce the following prices for new crop: Fancy, 23½c, and choice, 21½c, f.o.b. in puncheons. It is difficult to give a price for Montreal as freight rates are not available, but figuring freight blind, the price would be around 37c, which is very high compared with last year's prices when the first sales of fancy were made at 26½c. In consequence of these high prices, wholesale houses in Montreal are firmly decided to wait until the sellers get more reasonable in their ideas. It is hardly likely that such a high price will long remain. Last year it dropped by June to 23c, and heavy purchases were made at that figure. Much depends on the way raw sugar market acts in the meantime. The question for the planters is, whether they will make sugar or molasses. Which will pay them best? In the meantime, the holders here will have a chance to clean up on their stocks. There has been

a good demand for molasses this winter, and stocks should be pretty well worked off by the opening of river navigation.

Barbadoes Molasses—		Island of Montreal.	Choice.
Puncheons	.43	.41	
Barrels	.46	.44	
Half barrels	.48	.47	

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—	
Barrels, per lb., 3¼c; ¼ bbls., 4c; ½ bbls.	0 04½
Pails, 38½ lbs., \$1.95; 25 lbs.	1 45
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85

COFFEE.—Business in coffee is about as good as it was this time last year, and is very good under the circumstances. Increased buying is detected on account of a possible duty. Mochas are scarce and high, and have been since the Turkish war.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 23	0 24
Maraicao	0 31	0 34
Mexican	0 27	0 28
Mocha	0 30	0 33
Rio	0 17	0 20
Santos	0 21	0 23
Chicoory, per lb.	0 10	0 11

NUTS.—The possibility of a duty on nuts has had some influence on business during the past week, many people expecting the old duty of 5c to be imposed again. Some houses have been unable to get quotations on shelled walnuts from France, indicating that the market is firm. Wholesale houses here quote them from 30c per lb. up to 35c. Shelled almonds continue to be worth 35-36c. Taragona almonds, which are reported to be scarce on spot, are quoted to retailer at 17c. Peanuts are reported strong, but all houses have not raised their prices.

Almonds, Tara	0 17
Grenobles, new	0 15½
Marbots, new	0 14
Shelled walnuts, new, per lb.	0 30
Shelled almonds, 28-lb. boxes, per lb.	0 36
Sicily filberts	0 13½
Pecans, large	0 18
Brazils, new	0 13
Peanuts, No. 1, 11¼-12c; No. 2	0 10½
Peanuts, No. 3	0 09
Canadian chestnuts	0 12

SPICES.—The market is active, and there is an upward trend in peppers, cassias, gingers, nutmegs and many seeds. White peppers are active, especially for March and April deliveries. Pimento is quiet and steady, with no change for some time to come. Spot supplies of gingers have greatly decreased, and prices are likely to advance further. Standard sizes of nutmegs are all scarce, and the tendency is upward. Looks like generally higher prices for February and March or longer.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	0 16	0 60-0 70	0 23
Cassia	0 22	0 72-0 99	0 30
Cayenne pepper	0 25	1 02-1 15	0 32
Cloves	0 40	1 15-1 30	0 47
Cream tartar—40c.			
Ginger, Cochin	0 18-0 23		
Ginger, Jamaica	0 22	0 90-1 05	0 30
Mace	0 80	0 91-1 05	1 00
Nutmegs	0 40	1 02-1 20	0 75
Pepper, black	0 24	0 80-0 90	0 31
Pepper, white	0 33	1 05-1 19	0 39
Pastry spice	0 22	0 85-1 10	0 30
Pickling spice	0 15	0 75-0 90	0 35

Turmeric	0 20-0 22
Lower prices for pails boxes or ballers when delivery can be secured.	
Cardamon seed, per lb., bulk	2 00 2 50
Caraway—	
Canadian	0 12
Dutch	0 14
Cinnamon, China, lb.	0 15
Mustard seed, bulk	0 18 0 22
Celery seed, bulk	0 35 0 45
Cayenne chillies	0 25 0 30
Shredded coconut, in pails	0 18½

DRIED VEGETABLES.—Growers are asking from \$2.90 to \$3 for three-pound pickers, and the retail price is \$3.25 to \$3.50. During the past few weeks, Canadian beans have shown a marked upward tendency. Whether this will continue remains to be seen. No big lots seem to have been exported, and the crop amounts to close on 900,000 bushels. There may, however, be contracts, of which little is known, for later shipment. The opinion seems to be general that farmers still have the bulk of their beans on their hands, and are holding for higher prices. Should anything happen that would bring the market down, there would be some heavy unloading. On the other hand there are those who insist that beans are going to be valuable. At the same time, 5c per lb. to the wholesaler is a pretty high price for them. Last year the price for 3-lb. pickers at this time varied from \$1.80 to \$2.40, the quality of the latter being the same as those for which the wholesaler is paying \$3.25 now. Considerable buying is taking place, beans being about the only active thing in the dried vegetable market. Wholesalers have in many cases ceased to handle hand-picked beans, the price being too high. As for split peas, there ceases to be interest taken in them, as it is hard to get them. They are quoted to the retailer at \$5.25. Not a quarter of the amount are being used as there were last year at this time. Soup peas are costing the retailer \$2.85 and up. One house guarantees them bugless and boilers at \$2.85. Lima beans are strong, and quoted 8 to 8½c.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 25	3 50
Yellow, per bushel	3 25	3 25
Yellow eyes, per bushel	3 25	3 25
Lima, per lb.	0 08	0 08½
Peas, Imperial green, per bushel	2 60	2 60
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag 98 lbs.	6 25	6 25
Barley, pot. per bag	3 25	3 25
Barley, pearl	4 25	4 25

TEAS.—On Tuesday, the trade here learned that the Budget was likely to be handed down Thursday or Friday, though it was felt it might be later. Towards the last there was a slackening up in demand, everybody seeming to have all they wanted. There were some who had bought extra heavily, who were afflicted with "cold feet," requesting importers to take back supplies if the duty did not go on. Some retailers purchased heavily direct. Their position, in case of no duty, was considered less serious than the case of brokers. Business done during the past three weeks has been enormous, far exceeding in most cases that of August.

CANADIAN GROCER

ONTARIO MARKETS.

Toronto, Feb. 11.—Some of the important markets are changing with lightning-like rapidity these days, with sugar leading the race. Since Feb. 3, sugar has advanced 50 cents per hundred on the Canadian market and from all appearances the end is not yet. The reasons are several. One is that violent rains in Cuba have affected the crop and reduced the original production estimates by more than 100,000 tons, and another—and probably this is the more important—freight rates from Cuba to New York have jumped up enormously of late. This has produced a scarcity of bottoms for the transportation of the sugar and there is a shortage of raws staring the refiners in the face.

Tea remains firm on the London markets and is likely to continue so for some time.

Beans, too, have advanced more, so it is believed, because the stocks are getting fairly well depleted rather than for the reason advanced that the farmers are holding on to their stocks for higher prices.

Cocoa on the primary market has gone up about six cents per pound in the last week or two and from all appearances may go still higher. The reason is that New York buyers have been purchasing extensively in Trinidad markets for foreign accounts.

With the rapid rise in sugar there is every prospect of advances in Canadian jams, jellies, preserves, etc. Manufacturers are at the present time considering advances in these goods and with sugar at its present height they certainly cannot manufacture at the cost to them last year.

There is too, prospect of a rise in macaroni at any time. It all depends apparently on how long the supplies of wheat in the hands of the macaroni manufacturers which they bought at the low prices of last summer will last them.

Business is in a fairly healthy condition with collections as usual. Some wholesalers are experiencing a revival in trade and attribute this to the fact that retailers had allowed their stocks to run low.

SUGAR.—In last week's issue an advance of 10 cents per cwt. was announced, which brought the local price up to \$6.46. Since then and following closely on the heels of that rise, two others of 20 and 25 cents have occurred, bringing price of standard refined up to \$6.86—or a total rise practically within a week of 50 cents. There has been more than one cause for this. The most important, probably, was the increase in freight rates from Cuba, due to the employment by Great Britain of the bulk of available vessels for carrying her goods. In normal times the freight rate

on sugar is from 8 to 12 cents per cwt., but this has advanced to 31 cents. Just how long this situation will last cannot be determined. There is little doubt, however, that should it terminate soon we would see an easing in the situation. On this score the market is a purely speculative one and the trade should proceed with caution. Combined with that there have been heavy rains in Cuba, delaying the making of the crop. These rains have re-occurred with considerable frequency and intensity. Then again, there is the anticipation by many of another war tax.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 86
20 lb. bags	6 96
10 lb. bags	7 01
2 and 5-lb. cartons	7 15
Nova Scotia refined, 100-lb. bags	6 76
Extra Ground Sugars—	
Barrels	7 26
50 lb. boxes	7 44
25 lb. boxes	7 66
Powdered Sugars—	
Barrels	7 06
50 lb. boxes	7 26
25 lb. boxes	7 46
Crystal Diamonds—	
Barrels	7 51
100 lb. boxes	7 61
50 lb. boxes	7 71
Cartons (20 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominos, cartons	8 26
Paris Lump—	
100 lb. boxes	7 61
50 lb. boxes	7 71
25 lb. boxes	7 91
Yellow Sugars—	
No. 1	6 46
Barrels granulated and yellow may be had at 6c per cwt. above bag prices.	

TEA.—There seems to be no let-up in the strength of the London tea market. Even in face of increasing quantities on occasions, all grades seem to be affected more or less in the strength of the situation. Tea taxes are still being discussed and there has no doubt been a great deal of speculative buying in anticipation of a tax. It seems, therefore, a certainty that unless the tax—if it does come—is made retroactive, the Government will secure small benefits for several months to come. It is to be hoped, however, that there will be no tax on such a necessity as tea. Theatre tickets would make a fine substitute and a tax there would not bear heavily on the people who have no money to spend on pleasures.

DRIED FRUITS.—Prunes are reported to be stronger on the coast, more so than local situation would seem to warrant. This staple dessert cannot be said to be moving any too rapidly and in fact few of the dried fruits are. That does not, however, say that all the markets are easy. Currants are particularly strong, and so are apricots. Sultana raisins are, of course, disappearing from the market in view of Turkey being our enemy, and this line is strong. Package dates are easy and some lines of seeded and seedless raisins are quoted lower to the retailer. A change has been made in the size of the cheaper date package, making 6 more to the case and our quotations on these are necessarily reduced per package.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 15½	0 16
Apples, evaporated, per lb.	0 07½	0 08
Jandied Peas—		
Lemon	0 13	0 14
Orange	0 13	0 14
Onion	0 10	0 11
Currants—		
Filliatras, per lb.	0 07½	
Amalas, choicest, per lb.	0 08	0 08½
Patras, per lb.	0 08½	0 09½
Vostissas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 06	0 06½
Hallowees	0 07½	0 07½
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼ cent more.		
Peaches—		
Standard, 50-lb. boxes	0 07½	0 08
25-lb. boxes ¼ cent more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 15
Valencia	0 09	
Seeded, fancy, 1 lb. packets	0 10	
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	0 10	

NUTS.—Shelled walnuts are now being sold for much less than the early quotations. Last week it was announced that one firm were selling them at 36 cents but few of the others were doing so. Now the price is generally below 40 cents, our quotations being from 34 to 38c. Some shelled almonds can be bought for 38c, which is quite a bit below old figures. There are apparently not many pecans on the local market.

In Shell—		Per lb.
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 76	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 11	0 12
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 38	0 45
Filberts	0 35	0 36
Peanuts	0 10½	0 11½
Pecans	0 56	0 60
Walnuts	0 34	0 38

SPICES.—Several lines of spices are firm, peppers and ginger having in the last month or so advanced in primary markets 4 or 5 cents.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 15
Allspices, whole	0 15	0 15
Cassia, whole	0 21	0 25
Cassia, ground	0 21	0 25
Cinnamon, Bataria	0 14	0 16
Cloves, whole	0 25	0 25
Cloves, ground	0 15	0 22
Cream of tartar	0 25	0 35
Curry powder	0 25	0 35
Ginger, Cochin	0 14	0 17
Ginger, Jamaica, ground	0 17	0 20
Ginger, Jamaica, whole	0 24	0 27
Ginger, African, ground	0 15	0 16
Mace	0 30	0 35
Nutmegs, brown, 6s, 8s;		
8s, 4c; 10s		0 30
Nutmegs, ground, bulk, 6c;		
1 lb. tins		0 50
Pastry spice	0 22	0 25
Peppers, black, ground	0 14	0 15
Peppers, black, whole	0 20	0 22
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 30	0 35
Pickling spice	0 15	0 18
Turmeric	0 15	0 20

COFFEE.—While locally the coffee situation is not any too brisk, the primary situation is still strong. Speculation as to another possible war tax is going on, but not as much as in the case of tea.

Coffee—		
Standard Old Govt. Java	0 20	0 20
Plantation Ceylon	0 22	0 24
Java	0 20	0 20

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Arabian Mocha	0 33	0 36
Guatemala	0 30	0 30
Bucaramanga	0 30	0 30
Mexican	0 30	0 30
Maracaibo	0 28	0 29
Jamaica	0 24	0 25
Rio	0 15	0 17
Santos	0 18	0 22
Chicoory	0 14	0 14

SYRUPS AND MOLASSES.—In the West corn syrups have advanced 20c per case, but up to time of writing no change has taken place here. The strength of the market is due to the rise in corn in the United States. If corn syrups go up starch will likely move in the same direction. The molasses market shows considerable change on account of the sugar situation, but to the trade no change of importance has taken place.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	2 05	
5 lb. tins, 1 doz. in case	3 00	
10 lb. tins, 1/2 doz. in case	2 80	
20 lb. tins, 1/4 doz. in case	2 05	
Barrels, per lb.	0 05 1/2	
Half barrels, lb.	0 04	
Quarter barrels, lb.	0 04 1/2	
Pails, 35 lb. each	1 00	
Pails, 25 lb. each	1 40	
Molasses, per gallon—		
New Orleans, barrels	0 28	0 28
New Orleans, half-barrels	0 28	0 30
West Indies, barrels	0 24	0 28
West Indies, half barrels	0 28	0 28
Barbadoes, fancy, barrels	0 46	0 48
Barbadoes, fancy, half barrels	0 47	0 51
Maple Syrup—Pure—		
5 gallon cans, 1 to case	6 45	6 00
Gallons, 6 to case	6 60	6 00
1/2 gallons, 12 to case	6 85	7 25
Quarts, 24 to case, in glass	7 00	7 25
Pints, 24 to case	4 00	6 90
Maple Sugar—		
Pure, per lb.	0 13 1/2	
Maple Cream Sugar—		
24 twin bars	1 00	
48 and 66 twin bars	3 00	4 05
Maple butter, lb. tins, dozen	1 90	

RICE and TAPIOCA.—There is little change here for the week, although of late the patna situation has increased in strength.

Rice—		
Rangoon "B." per cwt.	3 48	
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	4 00	
Patna, fancy	0 06	0 07 1/2
Tapioca—		
Pearl, per lb.	0 05 1/2	0 07 1/2
Seed, per lb.	0 06 1/2	0 07 1/2
Sago, brown, per lb.	0 05 1/2	

BEANS and PEAS.—The bean market is particularly firm, although there is no quotable change for the week. The Ontario Government recently made a purchase of some five or more carloads of both bulk and canned beans for the assistance of the Belgians, at a cost of about \$12,000.

Beans—		Per bushel.
Canadian, hand picked	3 00	3 10
Canadian primes	2 85	3 05
Lima, per lb.	0 08 1/2	0 09
Peas, blue, Canadian, per bush.	3 50	3 60
Peas, whole, white, per bush.	3 00	3 10

JAMS and PRESERVED FRUITS.—There is considerable talk of an advance in the prices of jams, and in fact of everything in which the use of sugar is a prominent ingredient. Last year Canadian jams, etc., were made with sugar at low prices, but it is scarcely likely that the same will occur this year with a war tax of 70 cents on sugar and another anticipated by many. Even should sugar settle at around \$6, there would no doubt have to be a corresponding increase in jams.

MACARONI.—With the wheat market soaring it would not be a surprise to see macaroni advance. It will depend principally on how long the wheat bought

at low prices will last when the advance will come.

COCOA.—The Trinidad market on cocoa has advanced about six cents per pound in the past couple of weeks and information from there indicates that further advances are in order. Some time ago New York buyers went into that market and purchased large quantities for Europe and this is the probable reason of the strength in cocoa.

CANNED SALMON.—All indications point to a firm salmon market at the coast. Reports say that sockeye, talls, have been just about cleaned up, and that first-class pinks are also in small compass. As there is no definite information to hand about the other lines, it may be taken that there are fair stocks of them yet. British buyers get a big share of salmon every year, and there is no doubt that before war broke out last August they had bought heavily as usual. There is a rumor in the East to the effect that British houses are buying 1915 pack already. How true this is will be known later. In considering the canned salmon market it should be remembered that two years of comparatively small packs are ahead of us. The total big pack was in 1913, when the total number of cases packed was 1,353,901. Last year the total reached 1,111,039 cases. Next year the pack will be less and in 1916 still less, so that salmon appears to be as cheap as it will be until the next big run in 1917.

Salmon—		
Sockeyes, talls, 1's, per doz.	2 47 1/2	
Sockeyes, talls, 1/2's, per doz.	1 55	
Sockeyes, flats, 1's, per doz.	2 52 1/2	
Pinks, 1's, per doz.	1 20	
Pinks, 1/2's, per doz.	0 85	
Cohoos, 1's, per doz.	1 65	
Cohoos, 1/2's, per doz.	0 95	

MANITOBA MARKETS.

Winnipeg, Feb. 12.—The week has not been without incident in the way of price changes, undoubtedly the most remarkable feature being an advance in sugar. Beans, certain lines of dried fruits, pepper, and corn syrup have also advanced. Generally business is reported quite brisk. It was expected that the comparatively small orders being placed by dealers before Christmas would result in a larger volume of business during January and February than in other years. This expectation is being largely fulfilled.

Reports being received indicate that the dealer is having some unusual difficult problems to meet this year. It is very satisfactory to note, however, that the wholesale failures which some pessimists were predicting are not materializing.

SUGAR.—The drop in price reported last week was then said to be entirely without regard to market conditions, and the probability of advances was pointed out. These advances have come, and

have come with a vengeance. Raw sugar has leaped up on the New York market. So rapid, indeed, has been the rise that Friday of last week the price was fixed at \$7.10.

Indications, moreover, are that still higher prices may be expected. There is, of course, a possibility that sugar will be affected by the war tax which the Government is almost certain to declare shortly. Even without this, however, further rises seem likely.

Corn syrups have risen remarkably during the past week, being now quoted 20c higher than formerly.

Sugar, Eastern—		Per cwt. in sacks.
Standard granulated	7 10	
Extra ground or icing, boxes	7 95	
Extra ground or icing, bbls.	7 75	
Powdered, boxes	7 75	
Powdered, bbls.	7 55	
Hard lump (100-lb. cases)	8 05	
Montreal yellow, bags	6 70	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	7 00	
Halves, 50 lbs., per cwt.	6 00	
Bales, 20 lbs., per cwt.	6 05	
Powdered, barrels	6 30	
Powdered, 50s	5 65	
Powdered, 25s	6 35	
Icing, barrels	6 85	
Icing, 50s	7 00	
Icing, 25s	7 00	
Icing, pails	6 90	
Cut loaf, barrels	6 70	
Cut loaf, 50s	6 95	
Cut loaf, 25s	7 20	
Sugar, British Columbia—		
Extra standard granulated	7 10	
Bar sugar, bbls.	7 55	
Bar sugar, boxes	7 75	
Icing sugar, bbls.	7 75	
Icing sugar, boxes	7 95	
H. P. lumps, 100-lb. cases	8 05	
H. P. lumps, 25-lb. boxes	8 30	
Yellow, in bags	6 70	
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case	3 15	
5-lb. tins, 1 doz. to case, per case	3 60	
10-lb. tins, 1/2 doz. to case, per case	3 30	
20-lb. tins, 3 tins to case, per case	3 25	
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)		

Molasses—		Per gal.
Barbadoes	0 53	
New Orleans	0 34	
Maple Syrup—		Per case.
Imperial quarts, case, 2 doz.	5 40	
Imperial 1/2 gals., 1 doz.	5 65	
New, pure, 1/2 gal. case	9 00	
New, pure, 1/4 gal., quarts, case 2 doz.	9 70	
New, pure, quart bottles, case 2 doz.	9 75	

DRIED FRUITS.—The one price change noted here is in evaporated apples, which are now quoted at 1/2c higher than a week ago. This is in line with expectations. The heavy stock has now been greatly diminished. The demand has been strong, and the rise has come naturally. It may be quite possibly followed by further advances. Prunes, apricots and peaches are moving well. No price changes have been struck here and it seems hardly likely that there will be changes until the new stock arrives. This stock will, of course, be quoted on a higher basis.

Apples, evaporated, new, 50's		0 08
Apples, evaporated, new, 25's		0 08 1/2
Apricots, choice, 25's		0 12
Apricots, choice, 10's		0 13
Apricots, standard, 25's		0 11 1/2
Currants—		
Dry clean		0 08
Washed		0 08 1/2
1 lb. package		0 08 1/2
2 lb. package		0 17
Vostizzas, bulk (washed)		0 10 1/2
Dates—		
Hallowee, loose, per lb.		0 07 1/2
Hallowee, 1 lb. pkgs.		0 07 1/2
Fard dates, 12-lb. boxes		1 15
Peaches—		
Standard, 25-lb. boxes		0 06 1/2
Choice, 25-lb. boxes		0 07 1/2
Choice, 10-lb. boxes		0 08 1/2
Raisins, Valencia—		
Fine selected		2 35
Four crown layers		2 45

CANADIAN GROCER

Raisins, Sultanas—	
Corinthian Giants	0 13½
Superfine	0 12½
Finest	0 11½
Fine	0 10½
Laisins, Muscatels—	
3 crown, loose, 50's	0 08½
3 crown, loose, 25's	0 09½
Choice, seeded, lb.	0 09½
Fancy seeded, lb.	0 09½
12-oz. packages, fancy ..	0 07½
12-oz. packages, choice ..	0 07½
Prunes, in 25-lb. boxes—	
90 to 100	0 07½
80 to 90	0 08½
70 to 80	0 08½
60 to 70	0 09½
50 to 60	0 09½
50 to 50	0 10½
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15½
6-crown, 10-lb. boxes, per lb.	0 13½
5-crown, 10-lb. boxes, per lb.	0 12½
4-crown, 10-lb. boxes, per lb.	0 11½
3-crown, 10-lb. boxes, per lb.	0 11½
Glove boxes, per doz.	1 70
Cooking figs, taps, about 25 lbs., lb.	0 05½
Cooking figs, choice: naturals, 28-lb.	0 05½
bags, per lb.	0 05½

BEANS.—Last week it was pointed out that Ontario farmers were asking as much for their beans in Ontario as these beans were bringing in Manitoba. The natural result has been an advance on this market—3-lb. pickers are now quoted at \$3.20, while hand-picked are at \$3.40. This is a very remarkable advance, but the conditions are peculiar. The demand continues heavy and growers are naturally getting all they can. No further change in peas has been noted as yet.

Beans—	
Canadian, hand-picked	3 40
3-lb. pickers	3 20
California Lima Beans—	
Bag lots	0 08
Less than bag lots	0 08½
Barley—	
Pot, per sack, 96 lbs.	3 00
Pearl, per sack, 96 lbs.	4 15
Peas—	
Split peas, sack, 96 lbs.	5 65
Whole peas, bushel	2 50
Sack, 49's	2 83

RICE AND TAPIOCA.—Rice continues strong on the primary market. No advance over those reported last week, however, has been struck. There has not as yet been any advance locally, and in view of the large stocks held, none seems likely.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 05½
No. 2 Japan, per lb.	0 04
Siam, per lb.	0 03½
Carolina, per lb.	0 06½
Carolina, per lb.	0 08
Sago, pearl, per lb.	0 05
Tapioca, pearl, per lb.	0 05

NUTS.—Shelled walnuts remain at the new figure of 32c a pound. New stock of shelled almonds have arrived. The price for this line is on new and lower basis. Peanuts are still high on the primary market, and an advance locally seems likely to occur.

Nuts—	
Brazil, new stock	Per lb. 0 13
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12½
Peanuts, choice	0 10
Pecans	0 12
Marbot walnuts	0 12½
Grenoble walnuts	0 18
Sicily filberts	0 12½
Almonds, unshelled	0 17
Shelled almonds	0 34
Shelled walnuts	0 32

TEAS AND COFFEES.—Despite the tax on coffee, as a result of the war, dealers are being able to sell this to the consumer at about as low a price as ever. The primary market shows low quotations, and the figures at which the bean may be bought largely offset the increased tax.

Pepper has just been put on a new and higher basis, being up about 1½c per lb. In pails, white pepper is now quoted at from 33c to 34c and black at from 18c to 20c. It is a little hard to give the exact reason for this advance. It is probably due to difficulty in making shipments owing to war conditions.

Coffee—		Per lb.
Rio, No. 5, green	0 16	
Rio, roasted	0 19	
Santos, green, No. 4	0 15½	
Santos, roasted	0 25	0 26½
Chicago, per lb.	0 07	0 26
Teas—		
Japan—		
Choice basket, fired	0 40	0 60
Choice, pan fired	0 40	0 60
Very fine, pan fired	0 35	0 40
Medium, pan fired	0 30	0 35
Common, pan fired	0 25	0 30
India and Ceylon—		
Souchongs	0 40	0 60
Pekoe Souchongs	0 30	0 50
Pekoe	0 30	0 50
Broken orange and orange	0 40	0 50
China—		
Fine Keelung	0 50	0 60
Good Pooklum	0 35	0 55
Common moning	0 25	0 45

WINNIPEG.

PRODUCE.—This week the market shows great strength, and in other lines great weaknesses. Cheese continues high. Butter also is stronger. On the other hand, eggs are remarkably weak, and the likelihood is that lower prices even than those quoted here will be struck before the end of February.

Cured meats remain at the prices quoted a week ago. This is also true of lard. For both there is a very good demand at the present time.

Cured Meats—	
Hams, per lb.	0 20
Shoulders, per lb.	0 15
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Mess pork, bbl.	23 00
Lard—	
Tierces	0 11
Tubs, 60s	4 75
Pails, 20s	2 32½
Cases, 6s	7 12½
Cases, 3s	7 20

BUTTER.—Some exporting of butter is still taking place, but the amount is not considerable. Creamery butter remains strong at the advanced figures struck last week. Little or none of this line is being sold below 33c. Stocks are none too high at the present time, but it is hard to predict whether there will be any further advance.

Butter—	
Creamery, Manitoba	0 32 0 33
Dairy	0 25 0 26
Cooking	0 20 0 22

CHEESE.—Still this product is scarce. Cheese, indeed, seems to be getting scarcer year by year. No further advance has come, but there seems a possibility that higher prices than those struck last week will have to be quoted within the fortnight.

Cheese—	
New, large	0 17½
New, twins	0 15

EGGS.—Local stocks are heavy, and the mild weather which came early in the week has made it seem advisable to those holding this line to get rid of their supplies as quickly as possible. Southern new-laid eggs will be coming on the market very shortly. Some of these, indeed, have already been sold in Winnipeg, but

the retail price of 50c is too high to make the demand general. Towards the 1st of March, however, these Southern eggs will be coming in quite largely, and anyone holding storage eggs then will be likely to lose. These conditions are naturally forcing storage eggs on the market rapidly, and in consequence prices are dropping. Extra firsts are now quoted at 24c, and in many cases are not bringing this price. In cartons 26c is the quotation. Lower prices seem likely.

Eggs—	
Extra firsts	0 24
Choice	0 17 0 18
Extra, in cartons	0 26

POULTRY.—Still a fair demand is being experienced. There is a good supply and prices hold at the old figures.

Fresh Stock—	
Turkeys, per lb.	0 14 0 15
Ducks, per lb.	0 10 0 14
Chickens, per lb.	0 12 0 14
Geese, per lb.	0 10 0 12

ALBERTA MARKETS.

By Wire.

Edmonton, Alta., Feb. 11.—There has been a sharp increase in price of sugar. This came somewhat as a surprise, and was preceded a few days ago by report that market was rather weak. Stocks are almost exhausted. Rice market is firmer. Good Northern trade is coming into Edmonton. Prairies are well covered with snow and freighting is easy. Lard is dearer, and also rolled oats. Sugar, granulated, is now \$7 to \$8. Potatoes are a little higher.

Produce and Provisions—	
Cheese, per lb.	0 17½ 0 18½
Butter, creamery, per lb.	0 34
Butter, dairy, No. 1, 25c; No. 2,	0 23
Lard, pure, 3's, per case	7 75
Lard, pure, 5's, per case	7 45
Lard, pure, 10's, per case	7 35
Lard, pure, 20's, each	2 48
General—	
Beans, Ontario, per bushel	2 90 3 00
Beans, Japan, per bush.	3 50
Coffee, whole roasted, Rio	0 16
Evaporated apples, 50's	0 08½ 0 09½
Potatoes, per bush.	0 65 0 70
Rolled oats, 20's, 91c; 40's	1 78
Rolled oats, ball, \$3.90; 80's	3 50
Flour, 98's	4 00 4 15
Rice, per cwt.	3 75
Sugar, standard gran., per cwt.	7 00 8 00
Sugar, yellow, per cwt.	7 25
Canned Goods—	
Apples, gals., case	1 50
Corn, standard, per two dozen	2 05 2 10
Peas, standard, 2 dozen	2 14
Plums, Lombard	2 25
Peaches	3 25
Strawberries, \$4.45; raspberries	4 00
Tomatoes, standard, per dozen	2 50
Salmon, sockeye, 4 doz. talls, case, 1s ..	9 50
Cohoos, 1's, \$3.75; Pumpbacks, 1's	4 35
Fruits—	
Lemons	5 00

SASKATCHEWAN MARKETS.

(By Wire.)

Regina, Feb. 10. — Considerable activity is noticeable on local market this week, sugar being particularly active, no less than three separate advances having taken place since January 30, bringing the price up from \$6.94 on January 29, to \$7.44, the present quotation. The first advance occurred on January 30, the price jumping from \$6.94 to \$7.04. Two subsequent advances of 20 cents each occurred on February 3, and Feb. 5. The sugar market is still firm. All corn syrups have advanced 20 cents per case. Rolled oats, 80's, are quoted this week

CANADIAN GROCER

at \$3.50. Flour took an advance recently of 20 cents per hundred and 40 cents per barrel, so that flour per cwt. is now quoted at \$3.95. White beans show an advance of ten cents per bushel, bringing the quotation up to \$3.50. Rice is considerably firmer, and the same holds true concerning the flour market. Another advance in flour would not be a surprise. Evaporated apples are now quoted at 8½¢, an increase of 1¼¢ per lb., and cheese is 19½¢ for large.

Produce and Provisions—	
Butter, creamery, per lb.	0 33
Butter, dairy, No. 1	0 24
Cheese, per lb., large	0 19½
Eggs, storage, 29c; new laid	0 50
Lard, 3's, per case	7 25
Lard, 5's, per case	7 10
Lard, 10's, per case	7 10
Lard, 20's, each	2 55

General—	
Beans, Ontario, per bushel	3 50
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 62
Cocunut, lb.	0 20½
Cornmeal, ball	3 12
Evap. apples, 50's	0 48½
Flour, 80's	3 95
Potatoes, N.B., per bush., 86c; Ontario	0 90
Rollad oats, ball of 80 lbs.	3 50
Onions, Val.	6 25
Oysters, per gal.	2 50
Rice, per cwt.	3 75
Sugar, standard, gran., per cwt.	7 44
Sugar, yellow, per cwt.	6 40
Walnuts, shelled, 66c; almonds	0 83

Canned Goods—	
Apples, gala, case	1 35
Broken beans, 2's	2 65
Beans, standard, per 2 dozen	2 25
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 25
Plums, Lombard	2 15
Peaches	2 25
Strawberries and raspberries	4 05
Tomatoes, standard, per dozen	2 40

Salmon—	
Sockeye, 1's, 4 doz, case	9 85
Sockeye, ½'s	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60

Fruits and Vegetables—	
Apples, per bbl., Ontario	4 00
Cranberries, per bbl.	7 00
Grapefruit, per crate	5 00
Sweet potatoes, per crate	4 50
Lemons	4 25
Oranges	3 25

Dried Fruits—	
Apricots, per lb.	0 12½
Apples, per lb.	0 87½
Currants, per lb.	0 98½

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, N.B., Feb. 11.—There has been an advance of 25 cents per cwt. in sugar in all grades. This is chief feature of local market. Tone is considerably stronger and dealers are expecting higher quotations. Markets are flurried on account of speculation on war taxes. Flour market is strong, quotations having advanced. Manitoba is now \$8.95 and Ontario \$8.60. Rolled oats are lower at \$8. Ordinary cornmeal is \$1.90. Beans stocks are lower and market stronger, and have advanced 25c to \$3.30 and \$3.50, both white and yellow. Provision market is generally firm. Dairy market is fair with quotations unchanged. Business is continuing well and has been brightened by colder weather. Collections only fair.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 20
Bacon, roll, per lb.	0 22
Beef, barrel	25 00
Beef, corned	2 75
Pork, American clear, per bbl.	24 75
Pork, domestic, per bbl.	24 25
Butter, dairy, per lb.	0 28
Butter, creamery, per lb.	0 29
Eggs	0 30
Lard, compound, per lb.	0 10½
Lard, pure, per lb.	0 13
Cheese	0 17

Flour and Cereals—	
Cornmeal, gran.	6 00

Cornmeal, ordinary	1 90
Flour, Manitoba, per bbl.	8 95
Flour, Ontario	8 60
Rollad oats, per bbl.	8 00
Oatmeal, standard, per bbl.	8 50

Fresh Fruits and Vegetables—	
Lemons, Messina, box	7 00
Oranges, Val., case	4 00
Potatoes, bbl.	1 35

Sugar—	
Standard granulated	6 95
United Empire	6 85
Bright yellow	6 75
No. 1 yellow	6 45
Paris lump	7 75

Beans, white, per bush.	3 30
Beans, yellow eyes, per bush.	3 20
Canned pork and beans, per case	2 30
Molasses, per gal.	0 35
Cream of tartar, per lb., bulk.	0 36
Currants, per lb.	0 08½
Rice, per cwt.	4 50

CANNED GOODS.

CANNED GOODS.—English demand for sockeyes continues heavy. Stocks on the Coast are normal with some exceptions, and prices are about the same on Cohoes and Pinks. The only feature is continued activity in 1915 sockeyes, ½ flats, the total sale for which has reached 80,000 cases. The price runs between 15c and 20c to the retailer. This price is higher, as the year is a short one on salmon.

ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.		Group A.
1's Asparagus tips	1 25	1 25
1's Asparagus butts	1 45	1 45
1's Beans, crystal wax	1 05	1 05
1's Beans, golden wax, midget	1 25	1 25
1's Beans, golden wax	0 95	0 95
1's Beans, golden wax	1 25	1 25
Gala, Beans, golden wax	0 77½	0 77½
1's Beans, Lima	1 25	1 25
1's Beans, red kidney	1 00	1 00
1's Beans, Refuge or Valentine green	0 95	0 95
1's Beans, Refuge (green)	1 25	1 25
1's Beans, Refuge midget	0 95	0 95
Gala, Beans, Refuge	0 77½	0 77½
1's Beets, sliced blood red, Simcoe	1 00	1 00
1's Beets, whole, blood red, Simcoe	1 00	1 00
1's Beets, whole, blood red, Rosebud	1 30	1 30
1's Beets, sliced, blood red, Simcoe	1 30	1 30
1's Beets, whole, blood red, Simcoe	1 40	1 40
1's Beets, whole, blood red, Rosebud	1 45	1 45
1's Cabbage	0 97½	0 97½
Gala, Cabbage	2 77½	2 77½
1's Carrots	0 95	0 95
1's Cauliflower	1 27½	1 27½
1's Cauliflower	1 37½	1 37½
1's Cauliflower	1 77½	1 77½
1's Corn	0 95	0 95
1's Corn, Fancy	1 05	1 05
Gala, Corn on Cob	4 62½	4 62½
1's Parsnips	0 97½	0 97½
1's Parsnips	1 17½	1 17½
1's Peas, standard, size 4	0 95	0 95
1's Peas, early June, size 3	0 97½	0 97½
1's Peas, sweet wrinkles, size 1	1 00	1 00
1's Peas, extra fine sifted, size 1	1 40	1 40
Gala, Peas, standards	4 07½	4 07½
Gala, Peas, Early June	4 17½	4 17½
Gala, Peas, sweet wrinkles	4 32½	4 32½
1's Sauer Kraut, Simcoe	0 22½	0 22½
1's Sauer Kraut, Simcoe	0 97½	0 97½
Gala, Sauer Kraut, Simcoe	2 77½	2 77½
1's Spinach	1 15	1 15
1's Spinach	4 65	4 65
Gala, Spinach	0 97½	0 97½
1's Squash	2 77½	2 77½
1's Succotash	0 97½	0 97½
1's Tomatoes	0 97½	0 97½
1's Tomatoes	0 95	0 95
Gala, Tomatoes	2 22½	2 22½
1's Turnips	0 97½	0 97½

FRUITS.	
1's Apples, Standard	0 82½
1's Apples, Preserved	1 00
Gala, Apples, Standard	2 05
Gala, Apples, Preserved	3 00
1's Blueberries, standard	1 05
1's Blueberries, preserved	1 05
Gala, Blueberries, std.	1 05
1's Blk. cherries, pitted, H.S.	1 82½
1's Blk. cherries, not pitted, H.S.	1 82½
1's Red ptd. cherries, H.S.	1 82½
1's Cherries, red, pitted, L.S.	1 45
1's not ptd. red cherries, H.S.	1 82½
Gala, ptd. red cherries	8 57½
Gala, not ptd. red cherries	8 02½
1's Cherries, white, ptd, H.S.	1 05
1's Cherries, white, not ptd, H.S.	1 05
1's Black currants, H.S.	1 05
1's Preserved black currants	1 77½
Gala, black currants, std.	5 27½
Gala, black currants, solid pack	5 27½
1's Red currants, H.S.	1 07½
1's Red preserved currants	1 77½
Gala, red currants, standard	5 27½
Gala, red currants, solid pack	5 27½
1's Gooseberries, H.S.	1 07½
1's Gooseberries, preserved	1 77½
Gala, gooseberries, standard	7 02½
Gala, gooseberries, solid pack	8 77½
1's Grapes, white, Niagara, preserved	1 42½

Gala, Grapes, white, Niagara, standard	3 32½
1's Lawtonberries, heavy syrup	1 07½
1's Lawtonberries, L.S. (group B)	1 45
1's Lawtonberries, preserved	2 17½
Gala, Lawtonberries, std.	7 07½
1's Peaches, white, heavy syrup	1 77½
1's Peaches, white, heavy syrup	2 06½
1's Peaches, yellow, flats, heavy syrup	2 12½
1's Peaches, yellow, heavy syrup	1 77½
1's Peaches, yellow, heavy syrup	2 02½
1's Peaches, yellow, heavy syrup	2 12½
1's Peaches, yellow, whole, heavy syrup	1 17½
1's Peaches, pie, not peeled	1 62½
1's Peaches, pie, peeled	1 62½
Gala, Peaches, pie, not peeled	3 02½
Gala, Peaches, pie, peeled	4 77½
Gala, Pie fruits, assorted (add 5%)
1's Pears, Bartlett, heavy syrup	1 62½
1's Pears, Bartlett, heavy syrup	2 02½
1's Pears, Bartlett, heavy syrup	2 02½
1's Pears, Flemish Beauty, heavy syrup	1 62½
1's Pears, Flemish Beauty, heavy syrup	1 77½
1's Pears, Flemish Beauty, heavy syrup	2 02½
1's Pears, Keiffers, heavy syrup	1 27½
1's Pears, Keiffers, heavy syrup	1 52½
1's Pears, Keiffers, heavy syrup	1 77½
1's Pears, light syrup, Globe	1 12½
1's Pears, light syrup, Globe	1 62½
1's Pears, pie, not peeled	1 27½
1's Pears, pie, peeled	1 62½
Gala, Pears, pie, peeled	2 77½
Gala, Pear, pie, not peeled
Barrels, per cwt.	5 55
1's Pineapple, sliced, heavy syrup	1 02½
1's Pineapple, sliced, heavy syrup	1 47½
1's Pineapple, whole, heavy syrup	1 02½
1's Pineapples, whole, heavy syrup	2 47½
1's Pineapple, sliced, Hygeian brand	2 00
1's Plums, Damson, light syrup	0 97½
1's Plums, Damson, light syrup	1 37½
1's Plums, Damson, heavy syrup	1 07½
1's Plums, Damson, heavy syrup	1 82½
Gala, Plums, Damson, standard	2 12½
1's Plums, Egg, heavy syrup	1 12½
1's Plums, Egg, heavy syrup	1 32½
1's Plums, Egg, heavy syrup	1 47½
1's Plums, Green Gage, light syrup	1 00
1's Plums, Green Gage, heavy syrup	1 12½
1's Plums, Green Gage, light syrup	1 37½
1's Plums, Green Gage, heavy syrup	1 47½
Gala, Plums, Green Gage, standard	2 22½
1's Plums, Lombard, light syrup	0 97½
1's Plums, Lombard, light syrup	1 27½
1's Plums, Lombard, heavy syrup	1 12½
1's Plums, Lombard, heavy syrup	1 27½
Gala, Plums, Lombard, standard	2 77½
1's Raspberries, black, H.S.	1 07½
1's Raspberries, black, L.S. (group B)	1 45
1's Raspberries, black, preserved	2 17½
Gala, Raspberries, black, std.	7 07½
Gala, Raspberries, black, solid pack	9 32½
1's Raspberries, red, H.S.	1 07½
1's Raspberries, red, L.S. (group B)	1 45
1's Raspberries, red, preserved	2 17½
Gala, Raspberries, red, std.	7 32½
Gala, Raspberries, red, solid pack	9 32½
1's Rhubarb, preserved	1 07½
1's Rhubarb, preserved	2 37½
Gala, Rhubarb, standard	3 07½
1's Strawberries, H.S.	2 17½
1's Strawberries, preserved	2 32½
Gala, Strawberries, standard	7 07½
Gala, Strawberries, solid pack	9 02½

(Group R 2½c dozen lower.)

FISH MEN TO ELECT OFFICERS.

The Dominion Fisheries Association, the newly formed body of men connected with this fish industry, have decided to hold their first annual meeting, open to fish men all over Canada, on Feb. 15, at Ottawa. Officers will be elected, and the executive appointed will frame work for the coming year.

A BUSINESS IDEAL.

Writing editorially, The Bulletin, the official organ of the United Typothetae and Franklin Clubs of America, says: "There have been thousands of essays and pithy paragraphs written within recent years to emphasize the importance of courtesy in the business life. We hope there will be as many more. For it is certain that few things do as much to make business a pleasure as courtesy. As a business ideal, courtesy is one to strive for. Courtesy, the thousand-fold topic of business doctrine, is but another name for kindness. And isn't kindness worth striving for?"



Fruit and Vegetables



Navel Oranges Are Higher

Chiefly on Account of War-Tax Talk—Apples Are Firm All Round, With Greenings Higher—
Hothouse Tomatoes Hard to Get—Celery, Parsnips and Lettuce Show Declines
in Toronto Market.

MONTREAL.

FRUIT.—Apples and oranges continue to enjoy the best demand in the fruit market. The former bring good prices, and if there is anything unusually cheap offering, it is because signs of decay are in evidence. Good Spys are bringing little short of \$5.00. Greenings of good quality are hard to get. There was not a good crop last year, and they are now inclined to be black. Fameuse and McIntosh Reds are now mostly in the hands of retailers. Some houses are in possession of good supplies of Malaga Lemons, which cost them in the neighborhood of 4.50. These they are willing to sell for 3.75, as the arrival of Messinas selling for 2.50 has spoiled the market for them. Hothouse grapes are still expensive, bringing from 1.75 to 2.00 per lb. There are few good pines on the market. High class ones sell for 4.00 and thereabouts, for No. 24's. Bitter oranges can be bought for 2.50, but 3.00 is being quoted by many houses.

Apples—	
Baldwins, No. 1, bbl.	3 50
Spies, No. 1, bbl.	4 75
Russets, No. 1, bbl.	4 00
Greenings, No. 1, bbl.	3 00
Fameuse, No. 1, bbl.	5 00
McIntosh Reds, No. 1, bbl.	6 00
No. 2, all varieties, 50c less per barrel.	
Bananas, crate	2 00
Cocoanuts, sack	4 50
Cranberries, bbl.	5 00
Grapefruits, case	2 00
Grapes, Malaga, keg	5 00
Grapes, Belgium hothouse, lb.	1 75
Lemons—	
Messina Verdelli, extra fancy, 300 size	2 50
Malaga, 420 size	5 00
Oranges—	
Cal Navel, 126-150-176-200-216-250-288	2 75
Cal., 96-100 size box	2 50
Florida, 176-200-216	2 50
Florida, 126-150	2 75
Mexican, 126-150-176-200-216-250	6 00
Valencias, 714 size, large cases	5 00
Bitter oranges	2 50
Pineapples, case	4 00

VEGETABLES.—One of the features of the market this week is an advance in the price of green peppers, which are now quoted at 7.50 per crate, nine baskets to the crate. Small baskets are bringing 90c, whereas last week they were 75c. The price should not be so high, and they may only remain there for a few days. No good Florida tomatoes are coming forward, as there has

been a wet spell in that part of the country. They will be better later. In the meantime, Cubans are being imported at 7.00 per crate. Local hothouse tomatoes are bringing 30 to 35c, and are scarce. American watercress is worth about 1.00 per doz.—slightly higher. Mushrooms are bringing 1.75 to 2.00 per basket. Few new potatoes are being brought in, the cost of the potatoes and express being too high. No. 1 cucumbers are quoted 1.50, and are going slow as usual at this time of the year. Curly lettuce is bringing 2.00 per doz., but there are probably cheaper ones. Spanish onions are slow at 4.25.

Artichokes, bag	1 25
Beets, bag	0 75
Brussels Sprouts, quart	0 15
Cabbage, per bbl.	1 00
Carrots, bag	0 50
Cauliflowers, 2 doz.	3 50
Cucumbers, fancy, doz.	1 50
Celery, crate	2 50
Leeks, doz. bunch	1 75
Lettuce, head, per box	1 75
Curly lettuce, per box	2 00
Mushrooms, basket	1 75
Onions—	
Spanish, per case	4 25
Yellow, 100-lb. bag	2 25
Red, 100-lb. bags	2 25
Parsnips, bag	0 80
Parsley, American, doz. bunches	0 75
Peppers, green, 3/4-qt. basket	0 90
Potatoes—	
Montreal, bag	0 65
New, bbl., 160 lbs.	8 00
Potatoes, sweet, Jersey, hpr.	2 25
Rhubarb, hothouse, doz.	1 25
Sprinach, American, in bbls.	3 25
Turnips, bag	0 50
Tomatoes, hothouse, lb.	0 30
Tomatoes, Cuban, crate	6 00
Watercress, American, doz.	0 75

TORONTO.

FRUITS.—Navels are up again, with \$3.00 as a top price. War tax talk has done much to boost them. If there should be a tax on Californian fruits, they will, of course, go higher still. Lemons have firmed up, but there was not sufficient demand to make a higher price. Strawberries from Florida are having quite a good sale among the people who can afford them. They are worth forty cents a basket. One firm, bye the bye, sells eight to ten tanks a week. Apples are firm all round. Kings are off the market now. Greenings are fifty cents higher at \$3.25 for an outside

price. Pineapples are moving well and are firm at last week's appreciated price. They are likely to advance. Trade generally is good, and certainly better than for the last two or three weeks. Buying is still hard to mouth, however, for the most part.

Apples—	
Wagners	2 75
Greenings	2 75
Baldwins	2 50
Spies	3 00
Seeks	2 25
Canada Reds	2 50
No. 2s, 40-50c less.	
Bananas, per bunch	1 50
Cocoanuts, sack	4 00
Cranberries	6 50
Grapes—	
Canadian, 6-qt. bkts.	0 16
Tokays	4 00
Malaga, barrel	4 50
Malaga, fancy, barrel	6 50
Belgian, per lb.	1 25
Oranges—	
Florida	2 25
California navels	2 00
Bitter for marmalade, per box	2 50
Lemons, Messinas	2 75
Lemons, California	2 75
Limes, per 100	1 25
Pears—	
California, box	3 25
Canadian, late varieties	0 25
Pineapples, Porto Rico, case 10	3 25
Grape fruit	2 50

VEGETABLES.—Tomatoes are up from 22 cents to 25. They are very hard to get just now. California cauliflower is very scarce, and went up one day last week. It settled again, however, on lapsing of demand. Celery is down slightly, but has firmed up. There is a good demand for it. Lettuce is down somewhat. It is moving fairly well, but supplies are more generous now. Parsnips are down five to ten cents. Cucumbers are in good demand, particularly for better class trade. Spanish onions are unchanged. They have had a good run. Potatoes are a trifle easier. Hothouse rhubarb is now thoroughly established, and has a good demand. Cold weather helped vegetable trade considerably this week. Potatoes and cabbage and cauliflower in particular appeared to benefit.

Beets, Canadian, bag	0 80
Cabbage, Canadian, dozen	0 40
Carrots, bag	0 50
California cauliflower	3 25
Citrons, doz.	0 40
Cucumbers—	
Slicing, hothouse	2 50
Medium pickling size	0 35
Crate	4 00

(Continued on Page 45.)



Fish and Oysters



Cod Higher: Filleted Haddie Scarce

Cod in Toronto, is Scarce and Up a Cent—Haddie Hard to Get—Oysters Are Quiet Again—Lobster is Firmer—Cold Weather Not as Effective as It Might Be.

MONTREAL.

FISH AND OYSTERS.—Demand in general is normal, and prospects are for large turnover as usual from now until the end of the month, which is the Lenten period for buying fish. Frozen stock is moving quite freely; still, the prices do not show any upward movement. Pickled and salt lines have been considerably diminished, with prices a little higher. Stormy weather on the east coast has completely cut off the supply of fresh lobsters and haddock. Consequently prices have gone up. Haddock is now quoted at 7c., and medium and large lobsters at 32c. Small lobsters are not so badly hit, and are still quoted at 20c. Reports are that so much frozen fish has been shipped to England from the west coast that prices on halibut and salmon may rise at any moment. Oysters, both bulk and shelled, are quiet at steady prices.

TORONTO.

FISH AND OYSTERS.—Business is getting somewhat brisker, as Lent approaches, but is not up to normal. Many things affect the fish business. The hotel trade is a factor; and inasmuch as hotels are quieter this year and fewer people are traveling, the fish business, from this point of view, is suffering. Then, too, there are fewer restaurants, although probably what there are are bigger and better. This year the retail fish merchant is relying on his over-the-counter trade more than ever, and this is reflected in the business of the wholesaler. Lobster is still high and seems to be scarce. Fillets of haddie are very scarce, and we quote 12c. One or two are getting more than this. Nova Scotia cod is hard to get, and is up one cent at 10c. Several lines that have come from Nova Scotia hitherto, have to be bought in Portland, and of course, prices are boosted. Lobster will get scarcer and higher from now on. Smelts are moving well, particularly in large sizes. Ciscoes, too,

are in demand. Oysters are slower again, partially because we are coming to the end of the season for banquets, dinners and so forth. The cold weather is not helping as much as it might be expected to help.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.07	.08-10
Haddies, 15-lb. and 30-lb. boxes, lb.07	.08-10
Haddies, fillets, per lb.09	.12
Haddies, Nobe, boneless, per lb.09 1/4	..
Herring, Ciscoe, per box	1.40	.12
St. John boaters, 100 in box	1.00	1.20
Yarmouth boaters, 60 in box	1.20	1.20
Smoked herrings, medium, box20	..
Smoked boneless herrings, 10-lb. box	1.10	..
Kipperd herrings, selected, 60 in box. 1.40	1.25-1.60	..
Smoked salmon, per lb.25	.25
Smoked halibut30	.30

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.14	.12
Red, steel heads, per lb.15-11	.12-13
Red, sockeyes, per lb.10-11	.10
Red, Cohoes or silvers, lb.10	.10
Pale, qualla, dressed, per lb.07 1/4-.08	.07 1/4-.08
Halibut, white western, large and medium, per lb.08-.09 1/4	.09
Halibut, eastern chicken and medium, per lb.08-.09 1/4	.10
Mackerel, bloater, per lb.08-.08 1/4	.09
Haddock, medium and large, lb.04 1/4-.05	.07-.08
Market codfish, per lb.04 1/4-.05	.07-.08
Steak codfish, per lb.05 1/4-.06	.10
Canadian soles, per lb.09	..
Blue fish, per lb.15-17	..
Smelts12	.16-.20
Herrings, per 100 count	2.50	..

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb. 7 00	7 00	..
Dried hake, medium and large, 100 lb.	6 00	..
Dried pollock, medium and large, 100 lb. 6 00	6 00	..
Dressed or skinless codfish, 100-lb. case. 7 25	8 00	..
Boneless codfish, 2-lb. blocks, 20-lb. cases, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. cases, per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 00	1 00
Boneless codfish, in 2-lb. and 3-lb. boxes 0 15	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 70	1 65
Standard, bulk, gal.	1 40	1 40
Selects, per gal., solid meat	2 00	2 00
Best clams, imp. gallon	1 50	..
Best scallops, imp. gallon	2 25	..
Best prawns, imp. gallon	2 00	..
Best shrimps, imp. gallon	2 25	..
Sealed, best standard, quart cans, each. 0 50
Sealed, best select, quart cans, each	0 60	..

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	9 00	..
Malpeque, shell oysters, selected J.A.P., per bbl.	11 00	..
Malpeque, shell oysters, C.C.I., bbl.	12 00	..
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 30	0 50
Live lobsters, medium and large, lb.	0 32	..
Boiled lobsters, medium and large	0 34	..
Winkles, bush.	2 00	..
Little Necks, per 100	1 25	..

FRESH FISH.

	Montreal	Toronto
Haddock, fancy, express, lb.	0 05	0 07
Steak cod, fancy, express, lb.	0 07	0 08-0 09
Cap	0 10	..

FROZEN—LAKE AND RIVER.

White fish, large, per lb.09	.12
White fish, small tullbees, per lb.08 1/4-.07	.07
Lake trout, large and medium, lb.10-.11	.12
Dore, dressed or round, lb.07 1/4-.08	.08-10
Pike, dressed and headless, lb.08-.08 1/4	.07

Pike, round, per lb.05 1/4-.06	.07-.08
Tom cods, new, per bbl.	2 00	..

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	..
Salmon, Labrador, bbls., 300 lb.	14 00	..
Salmon, Labrador, half bbls., 100 lbs.	7 00	..
Salmon, B.C., bbls.	12 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lb.	12 00	..
Sea trout, Labrador, bbls., 200 lb.	12 00	..
Sea trout, Labrador, half bbls., 100 lb.	6 00	6 00
Mackerel, N.S., bbls., 300 lb.	12 00	..
Mackerel, N.S., half bbls., 100 lb.	7 00	..
Mackerel, N.S., pairs, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	5 00	6 25
Herrings, Labrador, half bbls.	3 00	3 25
Herrings, Nova Scotia, bbls.	5 00	6 25
Herrings, Nova Scotia, half bbls.	2 50	3 00
Lake trout, 100-lb. kegs	6 00	..
Quebec sardines, bbls.	6 00	..
Quebec sardines, half bbls.	3 00	..
Tonges and sounds, per lb.	0 07 1/4	..
Scotch herrings, imported, half bbls.	9 00	..
Holland herrings, imp'ted milkers, hf bbls 7 00
Holland herrings, imp'ted milkers, kegs. 0 05	0 75-1 00	..
Holland herrings, mixed, half bbls.	7 00	..
Holland herrings, mixed, kegs.	0 75	0 70-0 95
Lochfyne herrings, box	1 25	..
Turbot, bbl.	14 00	..

WINNIPEG.

FISH.—Business in this line has been satisfactory. The cold weather, of course, is exactly what is needed to increase sales. No changes in price to any note have been struck during the week.

Fish—		
New fresh jackfish	0 03 1/4	..
Lake Superior herring	0 03 1/4	..
New tullbees	0 04	..
Fresh mullets	0 03	..
Fresh whitefish	0 08 1/4	..
Fresh pickerel	0 07 1/4	..
Trout	0 12 1/4	..
Gold eyes	0 03 1/4	..
Halibut	0 07 1/4	..
Frozen halibut	0 12	..
Salmon	0 10	..
Frozen salmon	0 10	..
Fresh cod	0 11	..
Fresh smelts	2 00	..
Oysters, per gal.	2 00	..
Shell oysters, per cwt.	17 00	..
Shell oysters, per bbl.	0 09	..
Haddies	0 12 1/4	..
Haddies, fillets	1 50	..
Bloaters, per lb.	1 75	..
Kippers, per box	0 06	..
Ocean herring, lb.	0 06	..

TAKING CANADIAN GROCER FOR 25 YEARS.

M. Gleeson, Greenwood, Ont., states:—"We could not do without Canadian Grocer. I have taken it for 25 years. No better paper can be read by grocers and their clerks."

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Produce and Provisions



Butter Due to Advance

Montreal and Toronto Markets Very Firm on Butter—Eggs Lower, New Laid in Particular—The Question of Chicago Competition—Cheese Exceptionally High—Poor Season for Honey.

MONTREAL.

PROVISIONS.—Hogs, dressed, abattoir-killed, can be bought from 11.25 to 11.50, and the market is pretty firm. One house has advanced its price on Windsor bacon, but that may be a purely local condition. The same might be said regarding a reduction of 1/4c. in the price of pure lard by the same house. On the other hand, the opinion is expressed that prices of pure lard are lower than they should be. Twenty-lb. pails are quoted to retailers at 2.50, whereas they could not be brought in from Chicago probably for less than 2.70. However, there is a good trade passing at this figure, but it is hardly likely much money is being made by packers at these figures. Hogs are said to be cheaper now for the time of the year than for some years past, and with a good demand for pork products from Great Britain, it is not unlikely that a higher market will be seen. Prices on the whole remain about the same as a week ago.

Hams—	
Medium, per lb.	0 17
Large, per lb.	0 16
Backs—	
Plain, bone in	0 24
Boneless	0 23
Peameal	0 24
Bacon—	
Breakfast, per lb.	0 18
Roll	0 16
Shoulders, bone in	0 15
Shoulders, boneless	0 15 1/2
Cooked Meats—	
Hams, boiled, per lb.	0 24
Hams, roast, per lb.	0 25
Shoulders, boiled	0 25
Shoulders, roasted	0 25
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15 1/2
Long clear bacon, 80-100 lbs.	0 14 1/2
Flanks, bone in, not smoked	0 15 1/2
Barrelled Pork—	
Heavy short cut mess	27 00
Heavy short cut clear	27 00
Clear fat pork	29 00
Clear pork	26 00
Lard, Pure—	
Tierces, 50 lbs., net	0 12
Tubs, 50 lbs., net	0 12 1/2
Boxes, 50 lbs., net	0 12 1/2
Pails, wood, 20 lbs., gross	0 12 1/2
Pails, tin, 20 lbs., gross	0 12
Cases, 10-lb. tins, 60 in case	0 12 1/2
Cases, 3 and 5-lb. tins, 60 in case	0 12
Bricks, 1 lb., each	0 13 1/2
Lard, Compound—	
Tierces, 57 1/2 lbs., net	0 09 1/2
Tubs, 50 lbs., net	0 10 1/2
Boxes, 50 lbs., net	0 10
Pails, wood, 20 lbs., gross	0 10 1/2
Pails, tin, 20 lbs., gross	0 10 1/2
Cases, 10-lb. tins, 60 in case	0 11 1/2
Cases, 3 and 5-lb. tins, 60 in case	0 11 1/2
Bricks, 1 lb., each	0 12 1/2

Hogs—Dressed, abattoir killed 11 25 11 50

BUTTER.—A firm market, and while we quote 33c for finest creamery, there are some houses asking 34c. This high price does not appear to be interfering with the consumption. Higher markets are looked for.

Butter—Finest creamery 0 27 0 33
Dairy butter 0 27 0 28

CHEESE.—Prices touched record heights this week when 18-19c was asked for new made, 20-21c for old specials, and 19-20 for Stilton. A considerable quantity of American cheese is being brought in.

Cheese—New make 0 18 0 19
Old specials, per lb. 0 20 0 21
Stilton 0 19 0 20

EGGS.—One of the most important events in the produce market this week was a decline in eggs, due in a great measure to fairly large receipts of new laid, as well as to the fact that, as it is getting late in the season, holders of storage eggs are anxious to get them off their hands. This brought the price of new laid down to 33-34, selects 31c, No. 1's 27c, and splits 20c. In Chicago, eggs are down to 26c, and if they get as low as 24c, it will be possible to import them profitably. It was stated last week that if a further decline took place in the egg market it would be impossible to bring more Chinese eggs in, yet it is understood that several cars are now on the way, and will be offered by the end of the week. Those last week were cleaned out for around 24c, but these new arrivals must sell more cheaply with the egg market in its present weak state. While the public are buying Chinese eggs, they prefer the Canadian egg as it is larger and better, and size is an important factor. Their quality, however, is fairly good. In view of these facts, an easier egg market is likely.

Eggs, case lots—New laid 0 33 0 34
Selects 0 31
No. 1s 0 27
Splits 0 20

POULTRY.—Prices have not changed much since last week. Whereas the demand for dressed turkeys is slow, prices are remaining very firm, bringing as high as 23-24c, and even 26c. No great amount of anything is selling, and stocks are practically all in. Chickens are selling about as well as anything, and live fowl are going fairly well. The Jewish people are not buying as heavy as they did a year ago, claiming that money is scarce. The close season is on for rabbits, and about ten days after the first of the month will be allowed to clean up surplus stock.

Fresh Stock—		Live.	Dressed.
Fowl	16-18	14-18	
Spring chicken	14	14-18	
Fancy, crate-fed chickens, 5 lbs.	14-15	19-20	
Turkeys, fancy	15-16	22-25	
Ducks	12-18	14-18	
Geese	13-14	14-15	
Pigeons, pair		35	
Squab pigeons, pair		45	
Rabbits, pair		30-35	

TORONTO.

PROVISIONS.—Lard is a trifle easier in pure, but firmer in the compound. Boneless backs are easier, and slightly lower. We quote 24 cents as a top price, rather than 25. Hams are firm. There is good business in cooked meat.

Hams—		0 16	0 16 1/2
Light, per lb.		0 16	0 17
Medium, per lb.		0 14 1/2	0 15
Large, per lb.		0 20	0 21
Backs—		0 20	0 21
Boneless, per lb.		0 25	0 24
Pea meal, per lb.		0 24	0 24
Bacon—		0 17 1/2	0 18
Breakfast, per lb.		0 14	0 15 1/2
Roll, per lb.		0 13 1/2	0 14
Shoulders, per lb.			
Pickled meats—1c less than smoked.			
Dry Salt Meats—		0 13 1/2	0 14
Long clear bacon, light		0 22	0 23
Cooked Meats—		0 23	0 24
Hams, boiled, per lb.		0 29	0 28
Hams, roast, per lb.		0 29	0 28
Shoulders, boiled, per lb.		0 30	0 27
Shoulders, roast, per lb.		0 30	0 27
Barrelled Pork—		25 00	26 00
Heavy mess pork, per bbl.		27 00	29 00
Short cut, per bbl.			
Lard, Pure—		0 11	0 11 1/2
Tierces, 50 lbs., per lb.		0 11 1/2	0 12
Tubs, 50 lbs.		0 12	0 12 1/2
Pails, 20 lbs., gross		0 12 1/2	0 12 1/2
Tins, 3 and 5 lbs., per lb.		0 12 1/2	0 12 1/2
Bricks, 1 lb., per lb.		0 13	0 13 1/2
Lard, Compound—		0 09	0 09 1/2
Tierces, 57 1/2 lbs., per lb.		0 09 1/2	0 10
Tubs, 50 lbs., per lb.		0 10	0 10 1/2
Pails, 20 lbs., per lb.		0 10	0 10 1/2
Hogs—		7 45	7 75
F.O.B. live, per cwt.		10 00	10 50
Live, fed and watered, per cwt.			
Dressed, per cwt.			

CANADIAN GROCER

BUTTER.—The market remains firm in all grades. In creamery stocks are very low, and the make is by no means large. Market is due for an advance, and it will advance if the public will stand for it. There is a good deal of export, chiefly to Britain. We quote separator at one cent higher than last week's level, and choice dairy prints and solids have firmed up considerably. A bullish factor in the situation is the position of storage stocks in America. Storage stocks every where seem to be light.

Butter—		
Creamery prints, fresh made	0 34	0 35
Separator prints	0 28	0 31
Dairy prints, choice	0 27	0 28
Dairy, solids	0 23	0 25
Bakers	0 18	0 20

CHEESE.—Market is firm and likely to remain so. Prices are a quarter of a cent higher than those of last week, which, already, were the highest this country had known. Export business is heavy. Britain evidently has little Canadian cheese on hand, and wants all she can get. And retailers here are but lightly stocked.

Cheese—		
Old, large	0 18½	0 19
Old, twins	0 18½	0 19½
New, large	0 18	0 18½
New, twins	0 18½	0 18½

EGGS.—Eggs all through are considerably easier. Deliveries have been much better this week. Hens are laying now, and right along we ought to see cheaper eggs, particularly new lays. Storage receipts are increasing both in the States and Canada, and this will tend to lower the price of these, too. There is some competition from Chicago, apparently. Chicago merchants offer new lays at 25 cents, and that means a price of only 29 cents laid down here in Toronto. New lays will have to accommodate themselves.

Eggs, case lots—		
	Per dozen.	
Strictly new laid, in cartons	0 34	0 35
Selects	0 31	0 32
Straights	0 28	0 29
Trade eggs	0 24	0 25

POULTRY.—Prices remain more or less firm. Deliveries are exceptionally heavy, but light demand balances up in some sort. Free stuff is coming in so freely that dealers so far have had little recourse to their storage stocks. Live and dressed stuff still sell at the same price. Chicken is in special favor this week and fowl.

Fresh Stock—		
	Live.	Dressed
Fowl	0 12-0 14	0 12-0 14
Spring chicken, lb.	0 10-0 11	0 12-0 16
Fancy, crate-fed chicken, 5 lbs.	0 13-0 16	0 18-0 20
Turkeys, fancy	0 20-0 22	0 20-0 22
Turkeys, old Tom	0 13-0 15	0 18-0 20
Ducklings	0 08-0 12	0 14-0 17
Ducks	0 12-0 13	0 12-0 15
Geese	0 13-0 13	0 15-0 16

HONEY.—During 1914 instructions and material for conducting co-operative experiments in beekeeping were sent to 541 beekeepers by the Provincial Apiarist, Morley Pettit.

The season of 1914 will go down in the history of Ontario beekeeping as one of the poorest for honey production ever known. Bees wintered better than usual and a better spring for building

up could not be desired. In some sections clover bloomed profusely but there was very little honey anywhere. The average crop reported for the province was about 16 lbs. per colony, as opposed to an average of over 100 lbs. per colony in 1913. As usual the average crop reported by experimenters is much better than the general average, the experimenters reporting on their crops having a 35-lb. average. This will, of course, be modified by the fact that many experimenters became discouraged and sent no report.

There were 541 experimenters. These had in the spring of 1914, 15,490 colonies of bees, an average of 28.6 colonies each. Forty-five of these persons have kept bees for 25 years and over; 88 between 10 and 24 years; 93 between 5 and 9 years, and 180 under 5 years. One hundred and thirty-five did not report the number of years they had kept bees. There is a great variety of hives kept, but 341 experimenters have their bees in Langstroth hives.

In all there are 7,222 colonies of Italian bees, 5,422 crossed Italian and black bees, and the balance, 2,846, are principally common black bees. This shows a marked gain in the number of Italian bees kept.

Honey—		
Clover honey, bbls., per lb.	0 11	0 11½
60 lb. tins	0 12	0 12½
30 lb. tins	0 12	0 12½
5-10 lb. tins	0 12½	0 13
2½ lb. tins	0 13	0 13½
Comb	2 40	2 50

FRUIT AND VEGETABLE MARKETS

(Continued from Page 42.)

Celery, California, case	4 25	4 50
Mushrooms, per lb.	0 70	0 90
Water Cress, 11 qt. basket	0 50	0 50
Onions—		
Spanish, big crate	4 00	4 25
Can., 75-lb. bags	1 25	1 50
Green peppers, basket	0 75	0 75
Potatoes, Delaware	0 75	0 80
Potatoes, Canadian, bag	0 65	0 75
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins	0 10	0 30
Tomatoes, hothouse, lb.	0 25	0 26
Turnips, bag	0 20	0 40
Sweet potatoes, hamper	1 05	0 75
Squash, Hubbard, doz.	0 30	0 30
Lettuce, leaf	0 20	0 25
Lettuce, Boston, head, hamper	3 25	3 25
Parsnips, Canadian, bag	0 55	0 60
Persimmons, California, crate	2 50	2 50
Pomegranates, doz.	0 75	0 75
Pomegranates, crate	3 00	3 00
Rhubarb, hothouse	0 75	1 25

WINNIPEG.

FRUIT AND VEGETABLES.—Retailers apparently are selling good quantities of staple lines. Wholesalers, indeed, declare that the trade for this time of year has been remarkably good. The depression does not seem to have hit them to any extent. There are no very remarkable changes in price. Grape fruit tends somewhat lower, and California navel oranges are from 25c to 50c down. Both these lines are moving well.

Apples—		
Washington	1 25	1 25
Apples, bbls.	3 00	5 00
R. C. box apples	1 50	1 50
Cranberries, case	2 75	2 75
Bananas, lb.	0 04½	0 04½
Grapes—		
Emerald, per keg	5 00	5 00
Almeria, keg	7 00	7 00
Grape fruit	2 75	3 50
Lemons—		
California	3 75	3 75
Oranges, California Navels	2 75	3 00

VEGETABLES.—The only change in price here is in Valencia onions, which have advanced 50c. They are scarce and the demand is heavy. For cabbages, head lettuce, cauliflower, etc., the demand continues brisk.

Celery, California	6 00	6 00
Cabbages, per lb.	0 02	0 02
Cauliflower, per doz.	2 00	2 00
Head lettuce, alfalfa, per doz.	1 25	1 25
Leaf lettuce, doz.	0 45	0 60
Onions—		
California, 100-lb. sacks	2 00	2 25
Valencia, per case	5 00	5 50
Parsley, per doz. bunches	0 40	0 50
Sweet potatoes, per lb.	0 06	0 06
Tomatoes, California, per case	3 00	3 00
Honey, comb, per case (24 sections)	5 60	5 60

FLOUR AND CEREAL MARKETS.

(Continued from Page 46.)

turn out an interesting market. Most cereals are very firm.

Barley, pearl, 98 lbs.	5 00	5 00
Buckwheat grits, 98 lbs.	5 50	6 00
Corn flour, 98 lbs.	2 50	3 00
Cornmeal, yellow, 98 lbs.	2 55	2 65
Graham flour, 98 lbs.	3 00	3 30
Hominy, granulated, 98 lbs.	3 00	3 00
Hominy, pearl, 98 lbs.	3 00	3 00
Oatmeal, standard, 98 lbs.	3 92½	3 92½
Oatmeal, granulated, 98 lbs.	3 92½	3 92½
Peas, Canadian, boiling, bush.	2 90	3 00
Peas, split, 98 lbs.	5 00	5 00
Rolled oats, 90-lb. bags	3 70	3 90
Rolled wheat, 100-lb. bbl.	3 75	4 00
Rye flour, 98 lbs.	3 75	3 00
Whole wheat flour, 98 lbs.	3 75	4 00
Wheatlets, 98 lbs.	3 75	4 00

MILL FEEDS.—All feeds are very firm, and stocks are very light. In fact there is a shortage, and because demand is so strong, millers have to ship only mixed cars. Feed flour is exceptionally strong. At time of writing we quote \$1.85 and \$1.90, but it may advance at any time.

Mill Feeds—		Mixed cars, per ton
Bran	25 00	27 00
Shorts	25 00	29 00
Middlings	30 00	32 00
Wheat moulee	30 00	30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 55
No. 3, C.W., bay ports	0 60	0 60

WINNIPEG.

FLOUR AND CEREAL.—Since the last market was written, a number of changes in the price of flour have been made, these resulting from the rapid rises wheat took on the Winnipeg market. Flour is now quoted at \$7.70. A further advance of 30c seems quite likely. Millers say this must be struck if wheat closes on the local market at \$1.60. So far it has failed to do so, but as this is written, transactions are taking place on the exchange considerably above this figure.

Summing up, this whole market seems very uncertain. The dealer who wants to insure having flour at the best price has a difficult decision to make. It is quite likely that flour will advance to \$8. On the other hand, laying in a large supply at the present quotations of \$7.70 might prove bad policy—for even if this further advance comes, there is quite a possibility that declines will follow shortly.

Manitoba Wheat Flour—		Per bbl.
Best patents	7 70	7 70
Second patents	7 10	7 10
Low grades	5 10	5 10
Rolled oats, 90's	3 20	3 20
Standard oatmeal, 98 lbs.	3 95	3 95
Cornmeal, 98's	2 50	2 50



Flour and Cereals



Manitoba Flours a Shade Steadier

A Slight Steadying Movement on the Part of Manitoba Flour Brings Price Slightly Lower—
Another Advance of Forty Cents for Ontario—Rolled Oats Are Very Firm—
Mixed Cars, Only, of Feed.

MONTREAL.

FLOUR.—Considerable curiosity was shown by the trade in an inquiry received by millers asking for statement regarding amount of flour they had in hand. Milling companies were very reticent on the subject, refusing to express an opinion why this inquiry had been made. In some quarters it was stated that the inquiry had come from the Imperial Government. The information was asked for on Saturday last, and was required first thing on Monday morning. Not only has the domestic demand been heavy of late, but the amount of flour and wheat exported abroad has been enormous, and would have been heavier had there been sufficient bottoms to ship it. This exceptional demand has caused the wheat and flour markets to attain the record prices of the past week. Supplies are therefore lower than they have ever been before, and it is natural that the Government should at this time be making inquiries as to the supplies available for the future, and to get an idea of what prices are likely to be. All kinds of extreme views are being expressed as to the object of the Government in making this investigation, none of which can have foundation. During the early part of the week the market was easier. Wheat dropped a point, but it has been dropping and jumping right along, on one occasion jumping five points in one day. If it goes up again, a further advance in flour may be expected. Winter wheat flour continues high, with a big demand, but hard to get. Eight dollars per bbl. is being quoted for small lots.

Manitoba Wheat Flour—		Per bbl. of 2 bags	
First patents	8 16	
Second patents	7 60	
Strong bakers	7 40	
Flour in cotton sacks, 10 cents per barrel more.			
Winter Wheat Flour—		Car	Small
		lots.	lots.
Fancy patents	\$ 00	\$ 20
90 per cent., in wood	8 00	7 75
90 per cent. in bags	3 65	3 75
Straight roller	7 00	7 25
Blended flour	6 85	7 35

CEREALS.—Oat market has shown

an upward tendency of late, and naturally rolled oats have followed. Good inquiries are coming in, but some difficulty is experienced in securing supplies. The recent storm interrupted business, and the fact that bigger prices are being secured for export is having a bad effect on domestic supplies. Package oats are being quoted at 4.75 per case, this being an advance of 25c. Retailers in many cases are still selling large size packages at 25c or 28c, whereas millers insist they should make at least 30c, if they are to make any profit. Keen competition continues owing to the entry into this field of a western mill. Sales of rolled oats in bulk are being made at 3.50 for 90's in jute.

Cornmeal—		Per 96-lb. sack
Gold dust	2 30 2 35
Unbolted 2 15
Rolled Oats—		90's in jute.
Small lots	3 65
25 bags or more	3 50
Package, case	4 75
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—		100-lb. bbls.
Small lots	3 65
Hominy, per 96-lb. sack	2 75

FEEDS.—Prices of several feeds were advanced late last week owing to a big demand from buyers throughout the country, and quite an active business is being done. Sales of bran are being made at \$27, but the quotation of the big millers is \$26. The same in the case of shorts; sales are being made at \$29, whereas we quote \$28. There is no change in moulee, but the tone of the market is firm. Some idea of the state of the oat market can be gauged from the enormous advance made during the past week in the price of feed oats, which are now quoted at 77c.

Mill Feeds—		per ton
Bran	26 00
Shorts	35 00
Wheat moulee	37 00
Feed flour, bag	2 55
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 96 lbs.	4 00
Oats, chop, ton	43 00
Barley chop, ton	38 00
Feed oats, cleaned, Manitoba, bush.	9 77
Feed wheat, bag	2 55

TORONTO.

FLOUR.—The upward movement in flour this week has been confined to Ontario winter wheat flour. Manitoba flour has steadied somewhat, and is actually a trifle lower than our last week's quotations. First patents are worth \$8.00. Market is very firm at that, and an advance rather than a further decline is looked for. As to Ontario flour that is up still further. One firm has jumped their prices another 40c a barrel, and are getting lots of business at enhanced prices. Ontario is now \$8.00 for fancy patent so that it is practically selling at figures which apply to Manitoba. It has to be remembered, apropos of figures, that practically each firm has its own. There is no knowing, from day to day, what Ontario flour mill sell at. All that is known is that prices are going up, and apparently must go up as long as the farmer holds out for them. The millers are not to blame. They have to pay the farmer what he asks, because demand is so heavy. Export business is lighter again. Would-be importers in Britain balk at the prices. There are lots of enquiries, and some of them are near the mark, but they fall short, and millers this side will not shade prices. They don't need to.

Manitoba Wheat Flour—		Small	Car
		lots.	lots.
		per bbl.	per bbl.
First patent	8 30	8 00
Second patent	7 70	7 50
Strong bakers	7 50	7 40
Flour in cotton sacks, 10c per bbl. more.			
Winter Wheat Flour—		Small	Car
		lots.	lots.
		per bbl.	per bbl.
Fancy patents	8 00	7 80
90 per cent.	7 80	7 60
Straight roller	7 60	7 40
Blended flour	7 50	7 60

CEREALS.—Rolled oats are feature of an all-round strong market. They are very scarce, and an advance is looked for shortly. Export demand as well as domestic business is good. Package oats are up 25c. Barley is a good deal firmer, and there is a big demand. Barley may

(Continued on Page 45.)

OUR REPUTATION

is built on our square dealings with large and small dealers without discrimination. Your money has the same purchasing power as your competitor's.

SEND US A TRIAL ORDER
TO-DAY

We guarantee the lowest possible prices consistent with quality.

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Not a Fad

Are always uniform in quality and flavor.



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For Pastry

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Canadian Products Made in Canada By Canadians

OUR MOTTO
QUALITY—THEN PRICE

Canadian Cereal & Flour Mills, Ltd.
TORONTO



LENT

Starting with February 17th, there will be an increased demand for macaroni.

Window and counter displays of *Made-in-Canada* macaroni will be very effective at this time, bringing a pleasing increase in sales.

L'ETOILE

(Star)

and

HIRONDELLE

(Swallow)

brands are Made-in-Canada from Canadian wheat. They not only supply a substitute for meat during Lent, but make a most economical, healthy, tasty food at all times.

Flour is Up!

But we are still filling orders at the old price and will continue to do so while our present supply lasts.

Order through your wholesaler.

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Montreal

AGENTS

Tees & Persse, Limited, Winnipeg

C. C. Mann, Toronto

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SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
6c Tins, 4 doz. to case, weight 10 lbs.	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 45 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	\$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 80
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER

Size.	Bbl. lots	
	Less than 10 case lots	10 cases and over
	Per doz.	Per doz.
Dime	\$.95	\$.75
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.95	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.90	11.55
3-lb.	13.60	13.35
5-lb.	22.35	21.90

Barrels—when packed in barrels one per cent. discount will be allowed.

FOREST CITY BAKING POWDER.

6-oz. tins	\$0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	\$0 17
In 10-lb. lots or case	0 16

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For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. \$2, \$3, \$5, \$10, \$15 and \$20. All same price, one size or assorted.

UN-NUMBERED.

100 books and over, each	0 33 1/2
50 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, 1/2 cent.

CEREALS.

	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs.	\$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00

	Per case
Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs.	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 30
King's Food, 2 doz. to case, weight 95 lbs.	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 30

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jar.	Per doz.
Strawberry, 1914 pack	\$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Plum jam	1 85
Green Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

Orange Jelly	1 60
Lemon	1 60
Pineapple	1 90
Ginger	2 25

Aylmer Pure Preserves—Bulk

	5 lbs. 7 lbs.
Strawberry	0 72 1 00
Black currant	0 65 0 85
Raspberry	0 65 0 85

Aylmer 14's and 30's per lb.

Strawberry	0 11
Raspberry	0 14

COCOA AND CHOCOLATE.

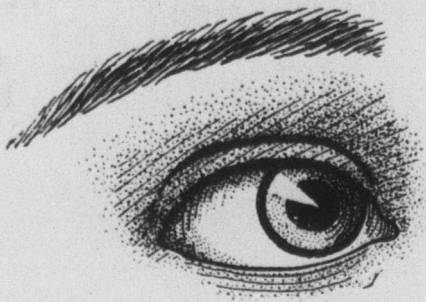
THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 50
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 30
Perfection, 5-lb. tins, per lb.	0 55
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 00
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 30
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35



Mr. Manufacturer,

Keep your eye on the West

Don't overlook the big trade possibilities in this fast-growing country. Get your goods before the buyers. We are in close touch with the trade and can put your lines in solid.

Our many representatives throughout the three Provinces make daily calls—nothing is missed. We get the business for you and deliver the goods promptly from our six large warehouses in the various centres.

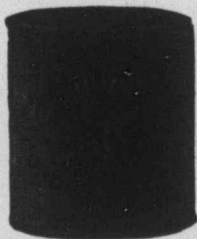
Let us advise of the Western prospects of your line—drop us a card for particulars and terms.

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*The
favorite
of
careful
housewives*

The value of the Malcolm Lines of Condensed Milk and Coffee rests not so much on the profit of an individual sale, but on the accumulative profit of the larger sales it produces. Malcolm products move from your shelves quickly and continually. To push the Malcolm Line with any degree of vigor means unusual good profits and continued custom. Check over the lines you require and replenish your stock to-day. We deliver in 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c. per 100 lbs.

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz. in case	3.60
Banner Condensed Milk, 4 doz. in case	5.25
Princess Condensed Milk, 4 doz. in case	4.50
Premier Machine Skimmed, 4 doz. in case	3.80

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Diamond, 8's, 6 and 12-lb. boxes	0 29
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Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 60
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars, per box	0 85

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Jos. E. Huxley & Co., Winnipeg, Man.;	Tees & Perse, Calgary, Alta.;	Russell, Johnson, Edmonton;
D. M. Doherty & Co., Vancouver and Victoria.		
Elite, 10c size (for cooking) doz.	0 30	
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Nut milk bars, 2 dozen in box	0 80	
Breakfast cocoa, ¼'s and ½'s	0 36	
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Navy chocolate, ¼'s	0 26	
Vanilla sticks, per gr.	1 00	
Diamond chocolate, ¼'s	0 24	
Plain choice chocolate li- quors	20 30	
Sweet chocolate coatings	0 20	

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East of Fort William, Ont.	
Preserved	Per case.
Eagle Brand, each 4 doz.	\$6 25
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Mayflower Brand, each 4 doz.	5 60
Purity Brand, each 4 doz.	5 60
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25

Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, ¼ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

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WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	37 ½
1 lb. tins, 2 doz. to case, weight 35 lbs.	
Add one-half cent per pound to the above.	

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½ lb. tins, 2 doz. to case, weight 22 lbs.	22
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MOJA.

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1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

1s, 1¼s, Grd.	25	30
1s, ½s, B. & G.	32	40
1s only, B. & G.	35	45
1s, ½s, B. & G.	28	50
Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.		

MINTO COFFEE (Bulk).

M Bean or Gr.	38
1 Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	26
Packed in 25 and 50-lb. tins.	

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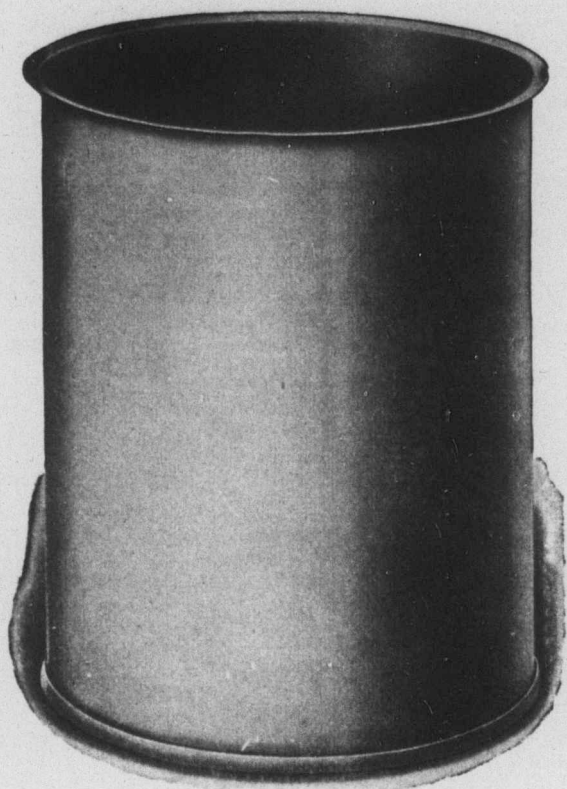
WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 20
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

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CRESCENT MAPLEINE.

Special Delivered Price for Canada	
Per doz.	
½-oz. (4 doz. case), weight 9 lbs., retail each 15c	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50	47 75
Gallons, each, retail each \$20	17 15



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"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Company

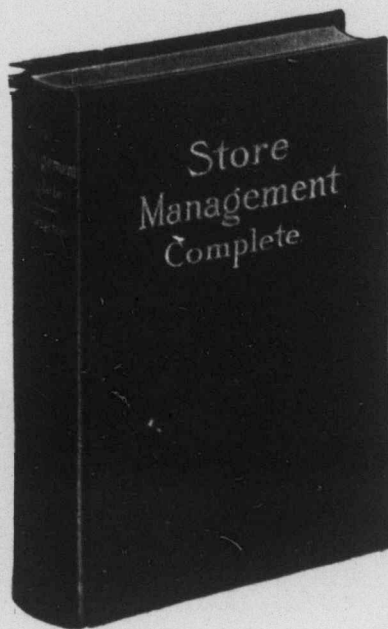
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NIAGARA FALLS, ONTARIO

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Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.



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is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

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"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full-page illustrations, and 13 chapters. \$1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.

143-153 University Avenue

TORONTO

Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

F. W. Fearman Company
LIMITED
HAMILTON

COOK'S FRIEND BAKING POWDER

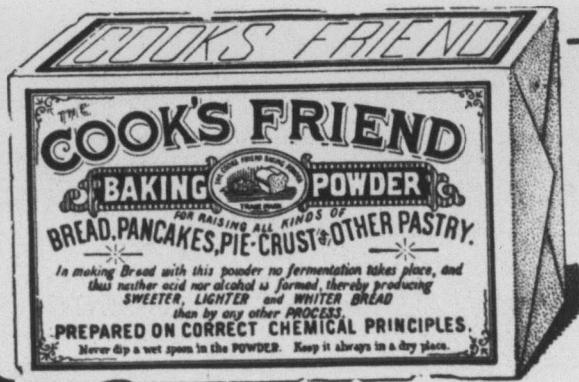
A leader for over Fifty Years

BECAUSE:—

It conforms to Pure Food Laws the world over; it is made from PURE GRAPE CREAM OF TARTAR and contains no alum or other dangerous or questionable acids.

The BEST ought to be good enough for your customers, especially when it costs no more than other brands of unknown quality, and is equal to imported powders at double the price. MADE IN CANADA and NOT by a FOREIGN TRUST.

W. D. McLAREN, Limited, Montreal



BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.
Tierces 0 10½
Tubs, 60 lbs. 0 10½
Palls, 20 lbs. 0 10½
Tins, 20 lbs. 0 10½
Cases, 3 lbs., 20 to case ... 0 11¼
Cases, 5 lbs., 12 to case ... 0 11¼
Cases, 10 lbs., 6 to case ... 0 11
F.O.B. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

Per doz. tins
D. S. F., ¼-lb. \$1 50
D. S. F., ½-lb. 2 68
D. S. F., 1-lb. 5 36
F. D., ¼-lb. 0 35
F. D., ½-lb. 1 63
Per jar
Durham, 4-lb. jar 0 87
Durham, 1-lb. jar 0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90

List Price.

JELL-O.

Assorted case, contains 2 doz. 1 80
Straight.

Lemon, contains 2 doz. 1 80
Orange, contains 2 doz. 1 80
Raspberry, contains 2 doz. 1 80
Strawberry, contains 2 doz. 1 80
Chocolate, contains 2 doz. 1 50
Cherry, contains 2 doz. 1 80
Peach, contains 2 doz. 1 80
Weight, 8 lbs. to case, Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz. 2 50
Straight.

Chocolate contains 2 doz. 2 50
Vanilla contains 2 doz. 2 50
Strawberry contains 2 doz. 2 50
Lemon contains 2 doz. 2 50
Unflavored contains 2 doz. 2 50
Weight, 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap. Packed 100 bars to case. 5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.

FELS NAPTHA.

Prices—Ontario and Quebec:
Less than 5 cases \$5 90
Five cases or more 4 95

WHITE SWAN LYE.

Single cases, 4 doz. \$3 50
5 case lots, 4 doz. 3 35
Shipping weight 50 lbs. per case.

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Laundry Starches—

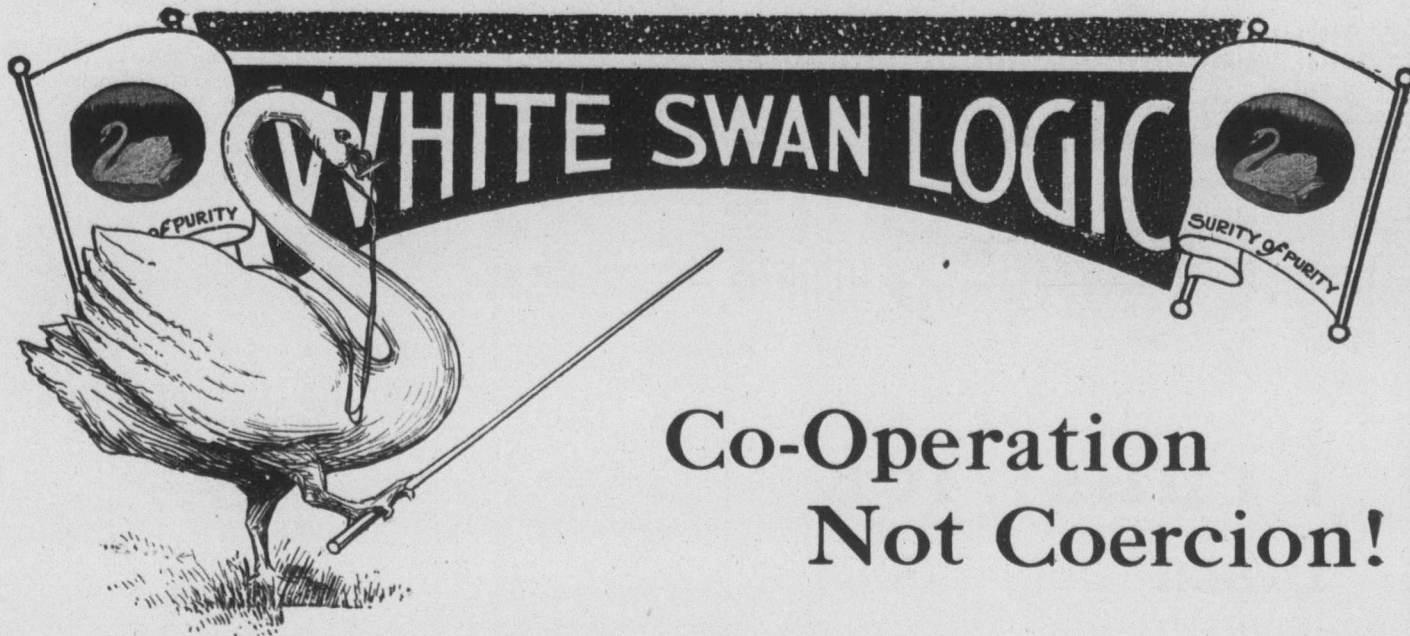
Boxes.	Cents.
40 lbs., Canada Laundry...	.06¼
40 lbs., boxes Canada white gloss, 1 lb. pkg.06¼
48 lbs. No. 1 white or blue, 4 lb. cartons07¼
48 lbs. No. 1 white or blue, 3 lb. cartons07¼
100 lbs., kegs, No. 1 white.	.06¼
200 lbs., bbls., No. 1 white.	.06¼
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07¼
48 lbs. silver gloss, in 6-lb. tin canisters08¼
36 lbs., silver gloss 6-lb. draw lid boxes08¼
100 lbs., kegs, silver gloss, large crystals07¼
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07¼
40 lbs., Benson's Enamel (cold water), per case...	3 00
20 lbs., Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn07¼
40 lbs. Canada pure corn starch06¼
(120-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—

Canada Laundry—	
Boxes about 40 lbs.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.06¼
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.06¼
Kegs, 100 lbs.06¼
Lilly White Gloss—	
1-lb. fancy cartons cases 30 lbs.07¼
8 in case08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08¼
Kegs extra large crystals, 100 lbs.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06¼
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¼
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¼
(20-lb. boxes ¼c higher than 40's)	



Co-Operation Not Coercion!

Manufacturers who neglect the dealer and make the mistake of trying to "Force" the trade are on the wrong track. That is "Coercion." CO-OPERATION is helping the dealer to sell your goods.

We have already explained our Yeast Cake proposition in detail (See Canadian Grocer issues, January 1st and 8th). We would now like to extend to you a direct service in disposing of the goods to your customers.

Send us in a list of 25 or 30 names of your good customers who bake bread and we will send to each one a personally addressed letter, enclosing a card with your name on it, instructing her to call on you for a free sample of WHITE SWAN Yeast Cake—sufficient to make 6 loaves of the finest, lightest and whitest bread. We will supply you with free samples to be given out.

In the letter we explain what the expiry date on every package means to her. We point out that all yeast deteriorates with age, and we warn her to be careful never to use old Yeast.

We show her that with the expiry date she takes no risk of spoiling a batch of bread and then complaining to you about the Flour.

This sampling is not an experiment—it's the best kind of direct advertising—as nothing convinces the consumer quite so much as an actual trial of the goods.

Customers come into your store to get "Something for nothing," and you're going to have the opportunity at least of selling something else. She is going to try the sample because she is already interested in the Yeast from our letter.

Some dealers have said they are glad to send the list of names into us, as even if their customers did not call for samples our letter helped advertise their store.

The samples should be given out only to those who call with the card. Some of our customers have made the mistake of just handing them out to anybody, and then when the cards were presented they did not have enough samples left to go around and have had to write us to ship them a further supply in a hurry.

Listed at \$1.20 per case of 3 dozen 5c packages. A due bill in every case, reducing the cost to \$1.06 per case.

ALSO packed in trial-sized cartons, containing 1 dozen 5c packages, 45c. We will gladly mail you a carton along with samples, all charges paid. We will also supply you with an attractive hanger for the asking.

Send in the list of names right now, and start selling the Yeast Cakes that net you a profit of 70%.

Our unqualified guarantee accompanies every sale, and you are permitted to return at any time any White Swan goods that are not found exactly as represented or which prove unsatisfactory in any way.

For further information write

White Swan Spices & Cereals, Ltd.
Pearl Street, TORONTO





Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

- 1/4 Oil Sardines Kippered Herring
- 3/4 Mustard Sardines Herring in Tomato
- Finnan Haddies Clams [Sauce
- (oval and round tins) Scallops

CONNORS BROS., LIMITED

Black's Harbor, N.B.



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz., per case, \$7.20.

COW BRAND BAKING SODA

In boxes only.

Packed as follows:
 5c packages (96) \$3 20
 1 lb. packages (60) 3 20
 1/2 lb. packages (120) 3 40
 1 lb. 30 } Packages, Mixed. 3 30
 1/2 lb. 60 }

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case \$2 65
 5-lb. tins, 1 doz. in case 3 00
 10-lb. tins, 1/2 doz. in case 2 90
 20-lb. tins, 1/4 doz. in case 2 85
 Barrels, 700 lbs. 3 3/4
 Half barrels, 350 lbs. 4
 Quarter barrels, 175 lbs. 4 1/4
 Pails, 38 1/2 lbs. 1 95
 Pails, 25 lbs. each 1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case 3 00
 5-lb. tins, 1 doz. in case 3 55
 10-lb. tins, 1/2 doz. in case 3 25
 20-lb. tins, 1/4 doz. in case 3 20
 (5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.
 2-lb. tins, 2 doz. in case \$2 65
 Barrels 0 03 3/4
 1/2 barrels 0 14

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.
 Cases, 4 doz. each, flats, per case \$5 40
 Cases, 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case... 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.
 2s, Tins, 2 doz. to case.
 Quebec, per case \$1 85
 Ontario, per case 1 90
 Manitoba, per case 2 30
 Saskatchewan, per case 2 60
 Alberta, per case 2 70

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.
 Quebec and Ontario, per case 2 95
 Manitoba, per case 3 40
 Saskatchewan, per case ... 3 65
 Alberta, per case 3 75
 British Columbia, per case. 3 55
 British Columbia, per case. 2 40

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles, 3 and 6 doz. cases, doz. 0 30
 Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
 Cases of 3 dozen 1 90
 H. P. Pickles—
 Cases of 2 doz. pints.... 3 25
 Cases of 3 doz. 1/2-pints... 2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross 2 50
 6a size, gross 2 40

NUGGET POLISHES.

Doz.
 Polish, Black and Tan 0 85
 Metal Outfits, Black and Tan 3 65
 Card Outfits, Black and Tan 3 25
 Creams and White Cleanser 1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

Whole-sale, Rt'l.
 Brown Label, 1s and 1/2s 29 35
 Blue Label, 1s, 1/2s, 1/4s, and 1/8s 35 45
 Red Label, 1s and 1/2s... 41 55
 Gold Label, 1/2s 49 65
 Red-Gold Label, 1/2s ... 55 80

ORANGE MARMALADE.

"BANNER BRAND" PURE FRUIT PRODUCTS.

JAMS AND JELLIES.

2's \$ 2 15
 4's 0 35
 5's 0 42
 7's 0 60
 30's, wood 0 08
 12-oz. glass jar 1 15
 Tumbler, glass 0 95

MARMALADE.

2's, per doz. \$ 2 30
 4's, per pall 0 40
 5's, per pall 0 45
 7's, per pall 0 65
 30's, wood, lb. 0 08 1/2
 12-oz. glass jar, doz. 1 20
 Tumbler, glass, doz. 1 00
 Prices subject to change without notice.

MINTO BROS., Limited, Toronto.

We pack in 60 and 100-lb. cases All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or 1/2s	0 29	0 35
Green Label, 1s, 1/2s, 1/4s	0 32	0 40
Blue Label, 1s, 1/2s, 1/4s	0 37	0 50
Yellow Label, 1s, 1/2s, 1/4s	0 42	0 60
Purple Label, 1/2s only	0 55	0 50
Gold Label, 1/2s only	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pks. 1 2

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 7 1/2s, butts 9 1/2 lbs., boxes 4 lbs. \$0 60
 Bobs, 6s and 12s, 12 and 6 lbs. 0 46
 Currency, 12s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 46
 Currency, 6s, 1/2 butts, 9 lbs. 0 46
 Stag Bars, 6s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 45
 Walnut Bars, 8 1/2s, boxes 7 lbs. 0 64
 Pay Roll, thick bars, 8 1/2s, 6 lb. boxes 0 67
 Pay Roll, thin bars, 8 1/2s, 5 lb. boxes 0 67
 Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies 0 67
 Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs. 0 57
 Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies 6 lbs. ... 0 52
 Great West, pouches, 9s. 0 67
 Forest and Stream, tins, 11s, 2 lb. cartons 0 80

UPTON'S ORANGE MARMALADE

1915 pack now ready.

Order early.

The T. Upton Co., Limited

ST. CATHARINES

Factories at Hamilton and St. Catharines

OUR SPECIAL WEEKLY SALES OF
**Golden Orange Brand
SUNKIST ORANGES**

give you the opportunity you have been looking for to make your store the fruit centre of your town.

The demand for Sunkist fruit has already been created by an extensive advertising campaign.

We are offering each week Extra Fancy fruit to fill this demand at specially reduced prices. Ask us about window display outfits.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Guelph and North Bay



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S.

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"Made in Canada"

Brooms of Quality

to introduce our

CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1 CANADA, 5 stg.	- -	\$4.50
" 2 " 4 "	- -	4.00
" 3 " 4 "	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.

HAMILTON

Buyers' Guide

Write us for New Price List of
WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

Dr. JACKSON'S
ROMAN MEAL

Made in Toronto
ROMAN MEAL CO.
MONARCH ROAD

EGG FILLERS

Our capacity is three times the total
Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

The Best for all forms of Coughs, Asthma,
Bronchitis, and all ailments of Respiratory
Organs.

MERITOL SYRUP

FOR AGENCY, WRITE
THE MERITOL CHEMICAL CO.
725 Notre Dame E. MONTREAL

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
**Irish Grocer, Drug, Provision and
General Trades' Journal**

If you are interested in Irish trade.



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more
than all other means combined. Absolutely Sanitary.

How about a fresh supply of

STUART'S

Jams, Jellies and Marmalades? We have a limited
stock of the popular 12-oz. tumblers. Write
for price list.

FEARMAN BROS., Agents,
86 YORK ST., HAMILTON, ONT

Every Merchant who handles—

Mathieu's Nervine Powders



Syrup of Tar and Cod Liver Oil

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's is a specific in all forms of colds.*

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name
With (Name of firm)
Street
City or town Prov.

**STORAGE IN OTTAWA
BOND AND FREE**

Direct Railway connection. Car distributing. Write for rates.

Dominion Warehousing Co., Ltd.
Phone R54. 46 to 56 Nicholas St.,
Ottawa.

THEY ARE GOOD
OLD STAND-BYS

Baker's Cocoa and Chocolate



Registered
Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every
genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780
Montreal, Can. Dorchester, Mass.

HOLLAND RUSK

No other food product compares with Holland Rusk. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.



CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS - Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HART ford. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (1f)

EVERY MERCHANT WHO SEEKS MAXI mum efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store-Service Co., Limited, 97 Ontario St., Toronto.

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination - employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Allice Street, Toronto.

WANTED

WANTED-ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

WANTED-WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

MAKER OF JAMS, PICKLES, SAUCE AND sundries, recently arrived from the Old Country, wants position. Highest references. Apply X. Y. Z., Canadian Grocer, Montreal.

WANTED TO HEAR FROM OWNER OF good general merchandise or grocery store for sale. Send price and particulars. D. F. Bush, Minneapolis, Minn.

GORDON McDONALD & CO., 13 NORTH umberland Alley, Fenchurch Street, London, E.C., are buyers, for cash, of all kinds of dried vegetables, also a mixture of same called Julienne, in 1-cwt. bags, c.i.f. London, cash against documents. Samples and correspondence invited.

AGENCIES WANTED

TRAVELLER CALLING ON HOTELS AND restaurants wants a good side line. Write Box 73, Canadian Grocer, Toronto.

GOOD AGENCY WANTED FOR GROCERY and drug trade covering Toronto thoroughly. Write Box 72, Canadian Grocer, Toronto.

WANTED FOR THE CITY OF TORONTO two good agencies, staple grocery lines preferred. Best of references and connections. Box 71, Canadian Grocer, Toronto.

FOR SALE

FOR SALE - BUSINESS OR BLOCK - grocery business established over four years; best location in Vancouver, B.C.; butcher in connection; on three-year lease; a large, commodious dwelling above; must be cash; reason for selling, retiring from business. Box 70, Canadian Grocer, Toronto.

McCASKEY ACCOUNT REGISTER-GOOD AS new. Sixty accounts. Twenty-five dollars f.o.b. Fruitland, Ont. Terms, draft against bill of lading. Church & Ross.

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.

Not a Luxury

The many uses and economy of

MAPLEINE

classify it as a necessity that goes far and costs little. As a flavoring it is very popular.

Order from

Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.

Mason & Hickey 287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.

SEATTLE, WASH.



OAKLEY'S KNIFE POLISH

WILLIAMS-ZOHOR

JOHN OAKLEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg

Start With His Promissory Note

When you let a man "run an account" he has your goods and YOU HAVE NOTHING, except YOUR account of his indebtedness. When you use

ALLISON COUPON BOOK'S

you START with his PROMISSORY NOTE, and HE starts with the understanding that you mean business. ALLISON COUPON BOOKS save thousands of dollars a year for merchants like you.

HOW THEY WORK:

A man wants credit. You think he is good. Give him a \$10.00 Allison Coupon Book. Have him sign the receipt, or note form, in the front of the book, which you tear out and keep. Charge him with \$10.00 - no trouble. When he buys a dime's worth, tear off a ten cent coupon, and so on, until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal

Toronto

Winnipeg

Vancouver

Are You Interested?

In Buying a Business,
In Selling a Business,
In Engaging a Clerk,
In Securing a Position,
In Securing a Partner,
In Disposing of Second-hand
Fixtures,

Then you should use
Canadian Grocer's Classified Ad.
Columns.

It should find for you among the
progressive Grocers of Canada at
least one individual who is on the
lookout for just such a proposition
that you have to offer.

CANADIAN GROCER reaches the
retailer, the wholesaler, the manu-
facturer, the clerk and the travel-
ler, just the men to whom you
wish to sell or from whom you
would buy.

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies
are to be addressed c/o Canadian
Grocer.

Canadian Grocer

143-153 University Ave., Toronto

Daily arrivals of
fine, fresh, frozen

Lake Trout and Herring

also Pickled Herring.
Just the thing for
deliciously appetizing
and economical
meals. Big margin
for the dealer.

¶ Only few hundred
barrels Georgian Bay
Apples left. Rush
your order through
—NOW.

Lemon Bros.

Owen Sound, Ont.

"St. Nicholas"

The
Lemons
of
Merit



J. J. McCABE

Agent

Toronto

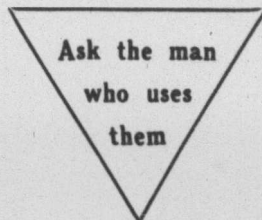
The Best Proofs

of the PRE-EMINENCE of the

Continental Grocery Bags

are the bags themselves.

Manufactured for those who use the
best.



**The Continental Bag & Paper
Company, Limited**

Manufacturers

OTTAWA

Branches, Montreal and Toronto.
Agencies throughout Canada.

When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employees.

H. J. HEINZ COMPANY

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

DURING LENT

Make extra profit by featuring Canned and Salted

FISH

“VICTORIA” Brand

Red Sockeye Salmon at \$2.25 doz.

Best quality on the market. Will you be the judge? If you are a buyer, favor us with your name and address. We will send you prepaid a one-pound tin of “Victoria” Salmon, so that you may try it on your own table. Do it to-day!

Get also our prices for:

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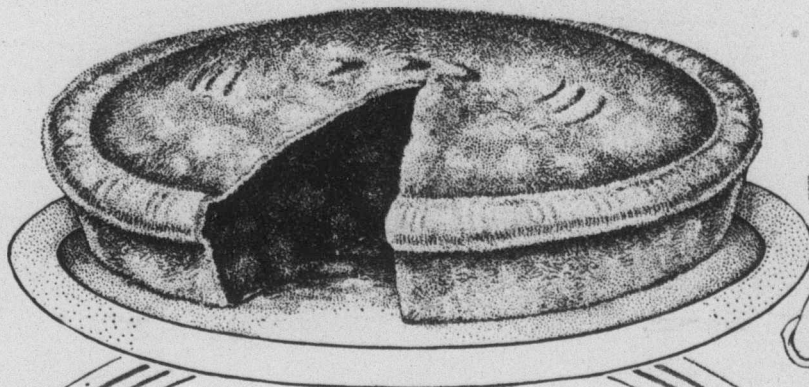
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